



# MYSORE

## SANDALWOOD OIL

*Obtained from selected Mysore heartwood, Genuine Mysore Sandalwood Oil, distilled at our Linden, N. J., plant, is the chosen standard of purest quality for leading Perfumers the world over.*

*The delightful effect imparted by genuine Mysore Sandalwood Oil cannot be satisfactorily duplicated by natural or synthetic material from any source other than authentic *Santalum album linnae*.*

Sole Agents for the United States, W. J. BUSH & CO., Inc.  
New York



Sole Agents for Canada, W. J. BUSH & CO. (Canada) Ltd.,  
Montreal, Canada

*"The Oldest Essence Distillers"*

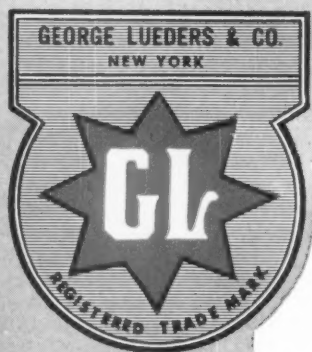
### W. J. BUSH & CO.

*Incorporated*

*Essential Oils • Aromatic Chemicals • Natural Floral Products*

11 EAST 38TH STREET, NEW YORK 16, N. Y. • Linden, N. J.

NATIONAL CITY, CALIFORNIA • LONDON • MITCHAM • WIDNES



# AMERICAN DISTILLED OILS

PRODUCED AT OUR BROOKLYN FACTORY

## OILS

CLOVE	BALSAM PERU	OPOPONAX
NUTMEG	CELERY	PIMENTO
ORRIS LIQUID, CONC.		OLIBANUM
STYRAX		SANDALWOOD
<i>also</i>		
LINALOOL	CITRAL	EUGENOL
	RHODINOL	

---

## RESIN LIQUIDS

OLIBANUM	ORRIS	BALSAM PERU
LABDANUM		BALSAM TOLU
OPOPONAX	STYRAX	TONKA

*Essential Oils • Aromatic Chemicals • Perfume Materials • Colors*

# GEORGE LUEDERS & CO

427 WASHINGTON STREET, NEW YORK 13, N. Y.

CHICAGO • SAN FRANCISCO • MONTREAL • ST. LOUIS • PHILADELPHIA • LOS ANGELES • TORONTO

ESTABLISHED 1885

# Emulsifiers

OF QUALITY AND UNIFORMITY

NOW READILY AVAILABLE

FOR SOAPLESS, NEUTRAL AND ACID EMULSIONS

**TEGIN**—Glyceryl Monostearate—Self emulsifying. For neutral greaseless creams, lotions and ointments.

**TEGACID**—Glyceryl Monostearate—Acid emulsifying.  
For greaseless anti-perspirant creams and ointments.

**TEGIN P**—Propylene Glycol Monostearate—Self emulsifying. For brushless shave creams, greaseless creams, lotions, ointments and cosmetic stockings.

**TEGIN 515**—Glyceryl Monostearate—  
Non-emulsifying.

**PRESERVATIVES** *Esters of Parahydroxybenzoic Acid*

TEGOSEPT E TEGOSEPT M TEGOSEPT P BENZYL TEGOSEPT BUTYL TEGOSEPT

\*\*\*\*\*

**LANOLIN ABSORPTION BASES**

**PROTEGIN X**—For Nite Creams and Ointments.

**ISO-LAN**—For Creams, Lotions and Ointments.

**G O L D S C H M I D T**

**C H E M I C A L C O R P O R A T I O N**

153 WAVERLY PLACE, NEW YORK 14, N. Y.

SALES REPRESENTATIVES

MONTREAL BOSTON LOS ANGELES CHICAGO ST. LOUIS TORONTO



**Exchange**

**OIL OF  
LEMON  
U. S. P.**

## LIKE THE FLAVOR OF A FRESH-CUT LEMON....

When it's *lemon* you want, Exchange is the Oil!

More than 80% of all the lemon oil used in the United States is Exchange Lemon Oil. This overwhelming endorsement by the trade is your assurance that Exchange

Lemon Oil delivers *flavor . . . clarity* and *uniformity* not found in any other Lemon Oil.

Always specify it by the brand name when you order — Exchange Oil of Lemon. And to insure your satisfaction, accept no other brand.

*Distributed in the United States exclusively by*

**DODGE & OLCOTT, INC.**  
180 Varick Street, New York 14, N. Y.

**FRITZSCHE BROTHERS, INC.**  
76 Ninth Avenue, New York 11, N. Y.

*Distributors for:*

**CALIFORNIA FRUIT GROWERS EXCHANGE**  
PRODUCTS DEPARTMENT, ONTARIO, CALIF.

*Producing Plant:*

EXCHANGE LEMON PRODUCTS CO., CORONA, CALIF.

make better sun-tan products for less!



# SUNAROMES

FELTON'S EFFECTIVE SUN SCREEN PERFUMES

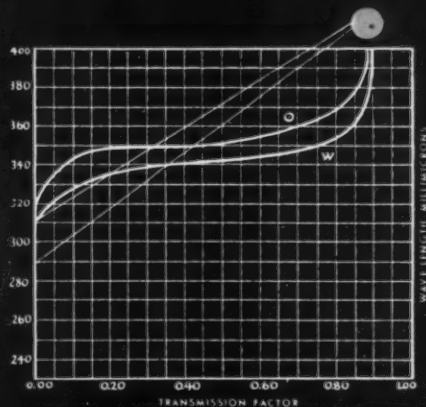
SUNAROMES "O" are oil soluble  
SUNAROMES "W" are water soluble

Just consider the many advantages of a product that not only perfumes your sun-tan preparations most attractively, but which in itself is a very effective screen against the burning rays of the sun. Then you'll understand why Felton's Sunaromes have been widely used in the manufacturing of so many successful sun-tan products.

Sunaromes are supplied in a number of delightful fragrances... and it's easy to make fine sun-tan preparations with them.

Just mix Sunaromes with the base you prefer... water gum, water alcohol, or even water alone. You can also use a liquid cream base, mineral oil, fatty oil, and others. It's the Sunaromes that make them effective sun screens... and scent them so attractively. The protection is positive... and there is no problem of skin irritation.

**SUNAROMES PROTECT  
AGAINST THESE  
SUN-BURNING RAYS!**

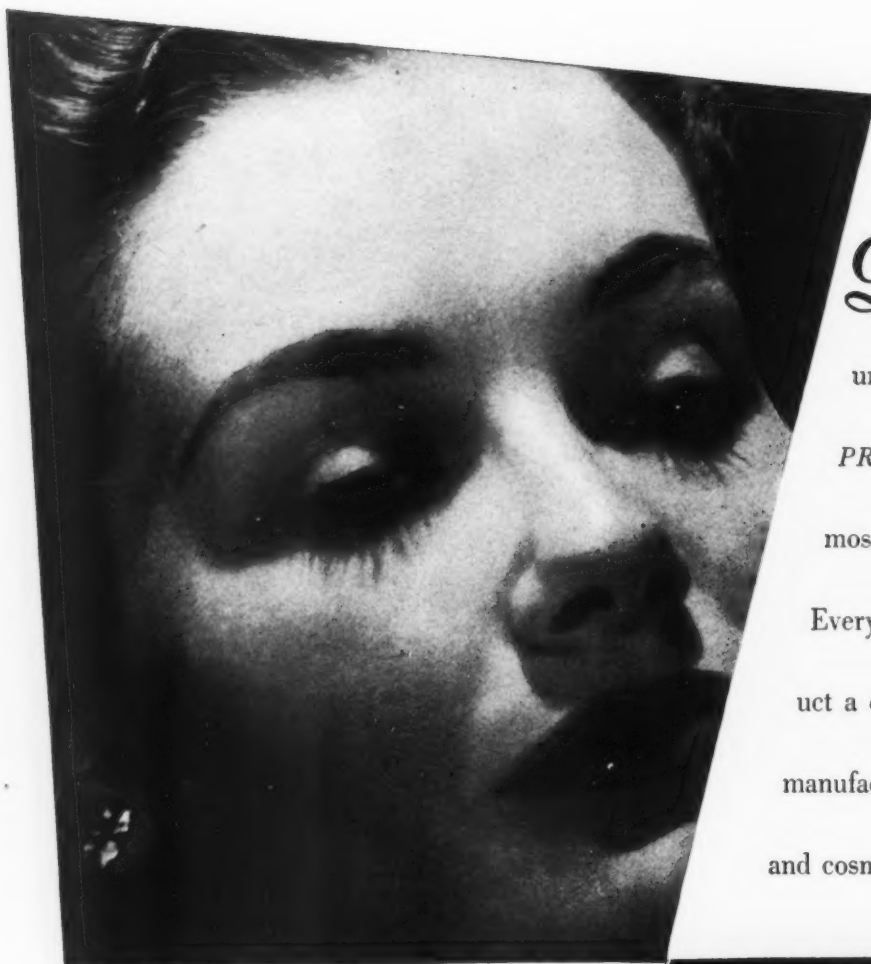


**FELTON CHEMICAL CO., INC.**

10 JOHNSON AVENUE, BROOKLYN, N. Y. • BRANCHES IN PRINCIPAL CITIES



WRITE NOW for Samples and a leaflet containing complete data, prices and interesting formulas.



*Q*UALITY based on

unceasing research . . .

*PRODUCTION* under the

most exacting control . . .

Every *SYNTOMATIC* Product a distinctive asset in the manufacture of your perfumes and cosmetic preparations.



A R O M A T I C S

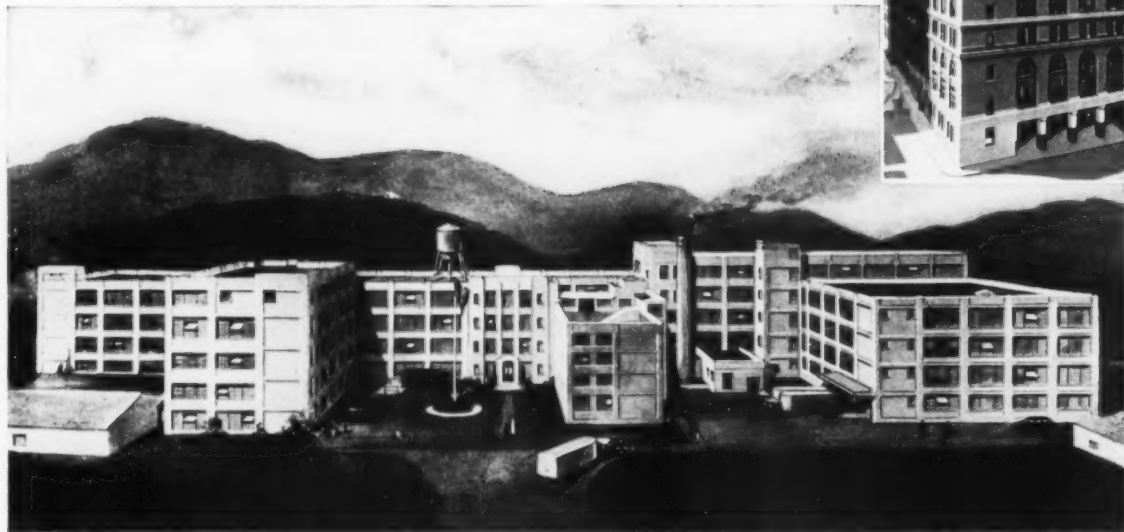
E S S E N T I A L O I L S

P E R F U M E R S M A T E R I A L S

**S Y N T O M A T I C   C O R P O R A T I O N**

114 EAST 32nd STREET • NEW YORK 16, N. Y. • MURRAY HILL 3-7618

MONTREAL, CANADA



SUFFERN, N. Y.

## objectives and perspectives

While we have been manufacturing Private Brand Cosmetics longer than most Companies, our contention is that it is not the age of a company, but the seasoned experience of its members that endows it with dependability.

Here, at Allied, you will encounter a compact organization of specialist-principals with a wealth of experience, geared to cog with the most modern scientific operations in the toiletries field. Yet, withal, an organization composed of men without poses... And who like to cook up things that aren't in a book... a good test of skill and taste.

Always, we endeavor to incubate and inculcate merits that give a product EDGE... Sincerity and crafts-

manship are the dual ideals which have foundationed our organization. When we assume the responsibility for manufacturing your product for distribution through broad trade channels... our reputation, too, is at stake.

Unlimited service to a limited number of clients has yielded excellent results. We have been most cautious in avoiding rapid expansion, knowing, full well, that mushrooming often produces toadstools.

These, in brief, are the objectives and perspectives to which we tenaciously adhere. And, we harbor the notion that your ship will come in provided you engage... the *right* skipper.

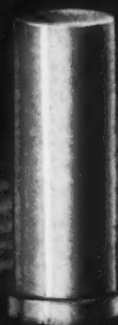
# Avon Allied Products INC.

PRIVATE BRAND SPECIALISTS

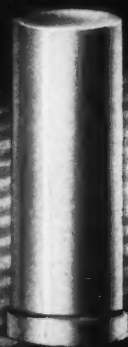
30 ROCKEFELLER PLAZA, NEW YORK 20, N.Y.

# *Rich Low BRASS*

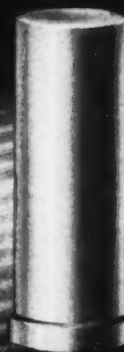
SWIVEL LIPSTICK CONTAINERS



No. 500  
.4375 cup



No. 550  
.472 cup



No. 575  
.500 cup

*"Fashioned Like Jewels"*  
THE ULTIMATE IN QUALITY

- De Luxe polished Rich Low brass — baked lacquer finish
- Free wheeling mechanism — It is impossible for the filler to swivel up while the cap is on
- "Click-Tite" closure\*

PHONE, WIRE OR WRITE FOR SAMPLES

**BRODER INDUSTRIES**  
INCORPORATED

167 WEST 64th STREET, NEW YORK 23, N. Y. • TRAfalgar 7-0092

\*Patents Pending

BRANCH OFFICES and STOCKS: B  
Toronto, Canada and Mexico, D

# BASICOLS\*

ped at a time when acute shortages of essential oils  
 interfered with the formulation of much of the indus-  
 trizing. The use of BASICOLS during this period  
 of value in reducing costs and at the same time  
 odor strength. These considerations, even though  
 situation has greatly improved, are as important  
 as, for the cost of many better grade oils is still high.  
 s, the use of that BASICOL which corresponds to  
 iced natural oil introduces an economy factor which  
 compounder cannot afford to ignore. Furthermore,  
 tain that the resulting odor effect will be practically  
 able from that produced by the genuine oil; and  
 BASICOL is used in 50% or more replacement,  
 on will result. Why not explore the advantages  
 S by writing us for experimental samples?

**ZSCHE**

Established



1871

*Brothers, Inc.*

**BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.**

STOCKS: Boston, Mass., Chicago, Ill., Los Angeles, Calif., St. Louis, Mo.,  
 and Mexico, D. F. FACTORIES: Clifton, N. J. and Seillans (Var), France.





## INSTEAD OF BASIC OILS, TRY BASICOLS . . .

WHEN one considers their inherent advantages, it is not surprising that many of the specialties and substitutes, developed during the war to meet critical shortages, continue in use now that the emergency is past. Among the materials still in heavy demand is a group of seven basic perfume oil substitutes which we offer under the trade name BASICOLS. These materials merit your consideration on the basis of proven performance and economy and continuing high prices for dependable grades of their respective natural oils. For more details . . .

← ← ← ← PLEASE UNFOLD THE PAGE

## A SPECIALTY OF OUR HOUSE . . .

THE handling of orris, from root material to finished oil, resinoid or concrete, is an important specialty of our house. At our plant in Southern France, which is convenient to Florentine sources of supply, production of these high quality specialties goes on continuously throughout the year. Selected root material, sun-dried and aged, is brought to us across the border from the best sources and processed by methods known to produce the most desirable results. Our orris specialties are truly the best that can be made. For varieties now available . . .

PLEASE TURN THE PAGE → → → →

FRITZSCHE BROTHERS, Inc.

# COME TO HEADQUARTERS FOR YOUR BEST BUYS IN ORRIS ♦ ♦ ♦ ♦

- OIL ORRIS FLORENTINE CONCRETE EXTRA
- OIL ORRIS FLORENTINE CONCRETE
- OIL ORRIS FLORENTINE TENFOLD EXTRA
- RESINOID ORRIS ROOT

THESE exquisite specialties hold a high place in the estimation of all perfumers who have used them. And rightly they should, for they are products of critical selection and rigid control. Only hand-picked roots are used, and then, not until prolonged aging has conditioned them to yield oils of finest odor. This, coupled with the carefully controlled process of distillation which we employ, results in products of highest irone content and powerful, yet soft, violet-like odor. May we quote you on these outstanding products?

**FRITZSCHE**

Established



1871

*Brothers, Inc.*

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and STOCKS: Boston, Mass., Chicago, Ill., Los Angeles, Calif., St. Louis, Mo., Toronto, Canada and Mexico, D. F. FACTORIES: Clifton, N. J. and Seillans (Var), France.

# Containers for Men's Toiletries



*.... designed for masculine tastes*

The wide Carr-Lowrey line includes many designs that are perfect for men's toiletries. Whether you select a flint glass machine made bottle or a distinctive handmade container you'll be sure of getting superior quality.

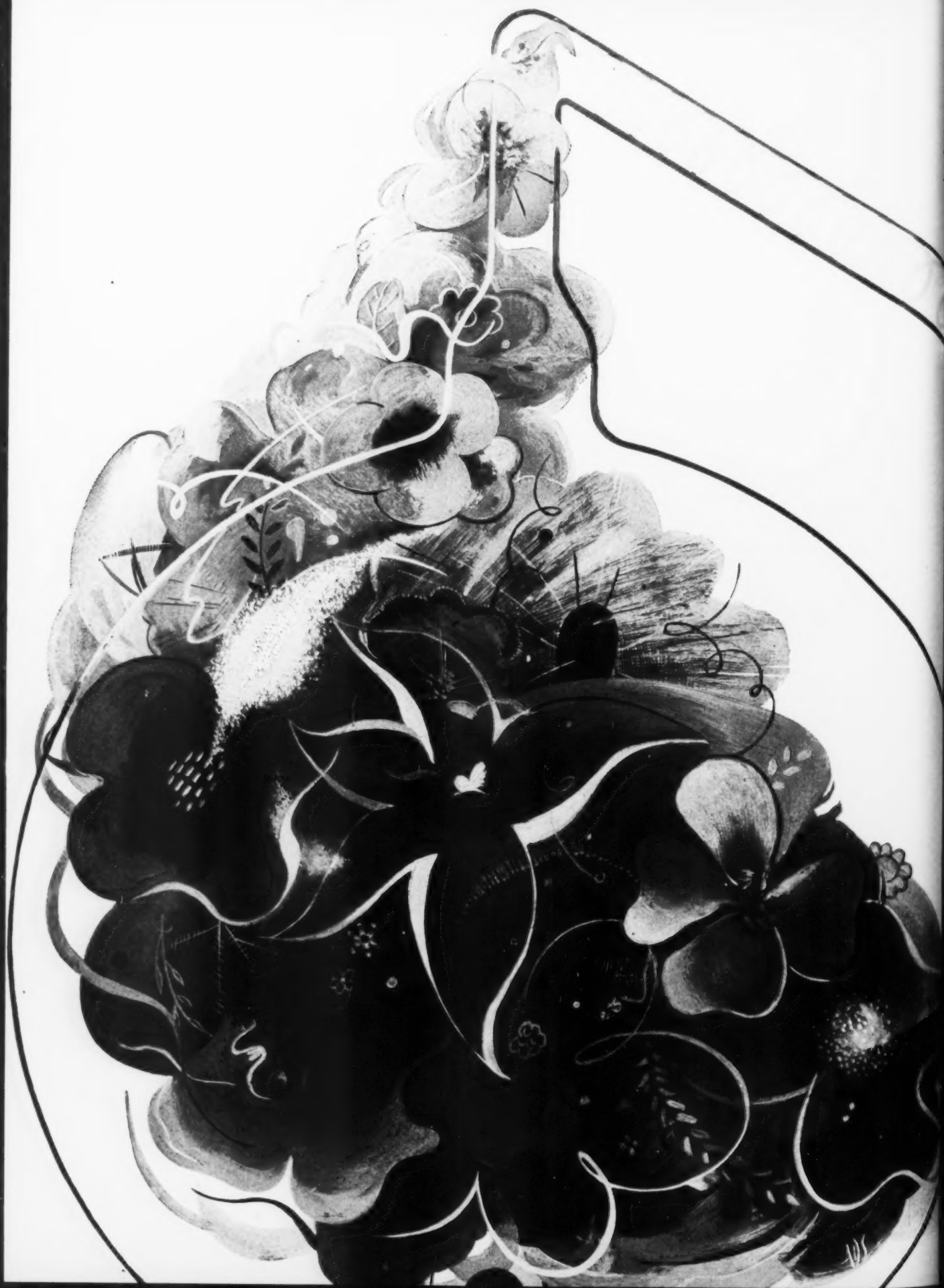
You will find the skill of Carr-Lowrey craftsmen in working with unusual designs invaluable in producing your private mould containers within a commercial price range.

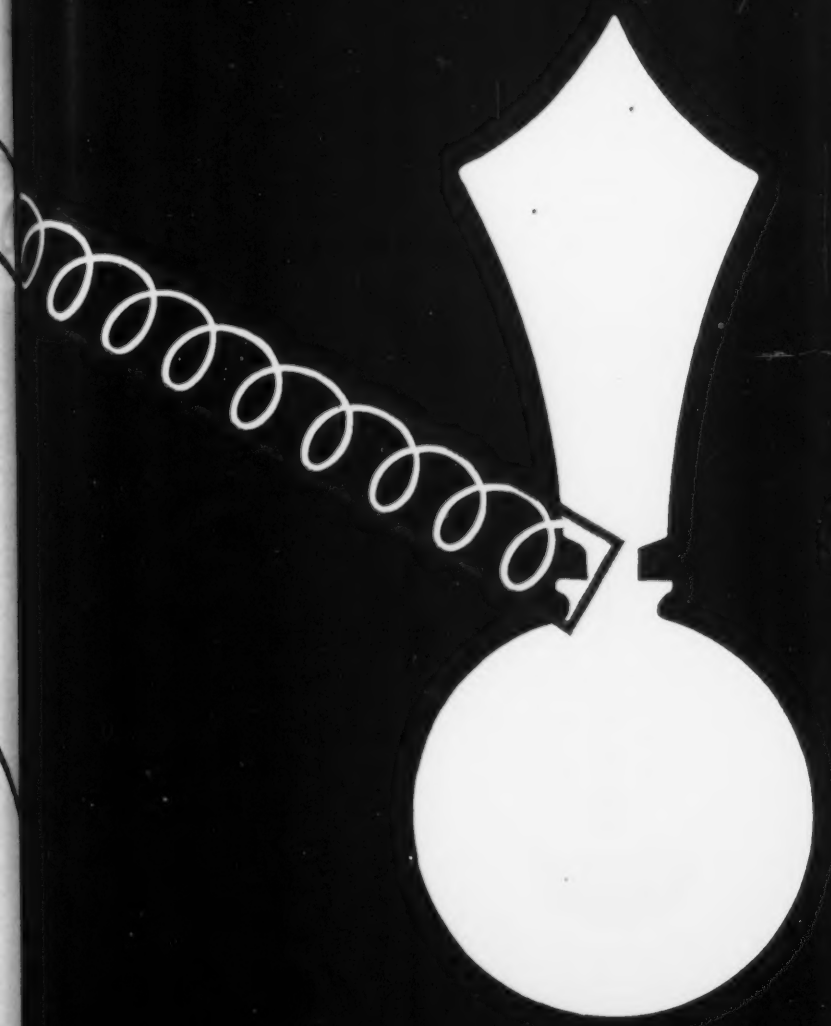
**CARR-LOWREY  
GLASS CO.**

Factory and Main Office: BALTIMORE 3, MD. • New York Office: 500 FIFTH AVENUE (18) • Chicago Office: 1502 MERCHANDISE MART (54)

OPAL JARS • HANDMADE GLASS BOTTLES • MACHINE MADE FLINT GLASS BOTTLES

*For products that justify the finest in glass containers*





*perfume*

*dreams*

*come*

*true*

*Your ideal can be achieved* **ask vA-H**

*Manufacturers of basic perfume materials*

*van Ameringen-Harbler, Inc.  
315 Fourth Avenue, N. Y. 10*



## Slash small labeling costs for leading manufacturers

*\*Actual records prove conclusively that one person applying Kum-Kleens can label as fast as four persons using old-fashioned water-gum labels.*

No wonder, then, that virtually all leading manufacturers of fountain pens, cosmetics and other items requiring small labels have switched to Kum-Kleens. *It's the proven way to reduce labeling costs to a minimum.*

*But that's not all.* Kum-Kleens offer so many revolutionary features that they make all other labels old-fashioned and impractical. Consider just a few of their outstanding advantages:

An automatic dispenser box pops them out, a finger-tip pressure instantly applies them with-

out moistening. No muss or fuss...no smeared hands or merchandise.

Stick permanently to *any* clean, smooth surface. Unlike water-gum labels, Kum-Kleens adhere even to cellophane and metallic paper, as well as plastic, wood, glass, metal and varnished cardboard.

Unaffected by heat, cold or humidity, Kum-Kleens stick and *stay* stuck—never pop or curl off.

Kum-Kleen Labels may be ordered *any* size or shape, *any* color, on *any* stock—including cellophane—with *any* printed matter.

*Write today for free samples, full information and prices. Address Dept. AP-3.*



AVERY ADHESIVE LABEL CORPORATION, 36 WEST UNION STREET, PASADENA 1, CALIFORNIA; 41 PARK ROW, NEW YORK 7, NEW YORK; 608 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS AND PRINCIPAL CITIES. IN CANADA, ENTERPRISE SALES, TORONTO



# PEONY PARENTO

THE REFRESHING FLOWERY FRAGRANCE OF PEONY  
PARENTO WILL IMPART DISTINCTION AND LASTING  
APPEAL TO YOUR CREAMS AND LOTIONS AT  
EXCEPTIONALLY MODERATE COST.

A SAMPLE WILL CONVINCE YOU!

## COMPAGNIE PARENTO

INCORPORATED

CROTON • ON • HUDSON, NEW YORK

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO  
SEATTLE • PHILADELPHIA • TORONTO • MONTREAL • LONDON, ENGLAND

# A GREAT NAME IN COSMETICS



With offices and factories in Chicago, New York and Toronto, Helfrich service is easily available and capable of offering many advantages in business expansion.

★ ★ ★

Helfrich manufactures under private label every cosmetic product. Below is a list in regular production in our modern, scientific factories under rigid quality control.

★ ★ ★

Lipstick	Mascara
Creme Rouge	Perfume
Eyeshadow	Cologne
Face Powder	Face Creams
Sachet	Lotions
Cake Make-up	Etc.

★ ★ ★

• HELFRICH LABORATORIES, INC., 737-9 W. JACKSON BLVD., CHICAGO • HELFRICH LABORATORIES OF CANADA, LTD., 690 KING ST., WEST, TORONTO, ONT.  
• HELFRICH LABORATORIES OF N.Y., INC., 151-163 WEST 26TH ST., NEW YORK • CABLE ADDRESS: HELFLABS, NEW YORK . . . CHICAGO . . . TORONTO

## HELFRICH Laboratories

# VAN DYK EMULSIFIERS

## **GLYCOL AND GLYCEROL FATTY ACID MONO ESTERS**



We have been manufacturing a full line of these esters for many years. They are made of the finest raw material and have a minimum free acid and alcohol content. They are available in both self-emulsifying and non-self-emulsifying grades.

## **SPECIAL ACID-STABILIZED EMULSIFIERS**



for antiperspirant creams, permanent wave creams, and other cosmetic and allied products containing large percentages of electrolytes and acids.

## **NON-IONIC EMULSIFIERS**



These emulsifiers have many specialized applications. They are particularly suitable for emulsions in which stability to acids, alkalis, and salts is of prime importance. Because of their non-ionic character, their compatibility with other components of emulsions is considerably higher than that of ordinary ionizable emulsifiers.

## **"CUSTOM-MADE" EMULSIFIERS**



We have had a wide experience in formulating emulsifiers adjusted to meet special conditions, for which the emulsifiers available on the market have not been found suitable. A large part of our production consists of these "custom made" emulsifiers. We welcome an opportunity of conferring with manufacturers about emulsifiers to fit their special requirements, either in new products which they are planning to bring out or in existing products that they wish to modernize or improve.

Van Dyk emulsifiers are manufactured on a large scale in a modernly equipped plant. Rigid and exacting scientific control of each step in their production assures unvarying, dependable uniformity in the quality of our emulsifiers.

## for PROTECTION against MOLDS and RANCIDITY

### **PRESERVATOL**



A preservative for cosmetics containing water or other material favorable to the growth of micro-organisms. Protects against mold formation.

### **ANTRANOX M**



An antioxidant-preservative for cosmetics containing vegetable or animal oils or fats. Protects against rancidity.

## **VAN DYK & COMPANY, INC.**

*Manufacturers of Perfumery and Cosmetic Raw Material since 1901*

**Belleville 9, New Jersey**

**Los Angeles 13: 1382 Sunset Boulevard**

# THIOVANIC ACID

(Vacuum Distilled **THIOGLYCOLIC ACID**)

Assay 75% (approx.) **HS-CH<sub>2</sub>-COOH**

Thiovanic Acid, being Vacuum distilled, is a product of superlative purity. No other manufacturer of thioglycolic acid offers better.

You will want to buy Thiovanic Acid for best results and a trouble-free product. Place your order with us today and assure delivery.

★ SCHEDULE

NOW

\$2.20/lb. (100% basis) in carboys

\$2.00/lb. (100% basis) 1000 lbs.

monthly on contract

*Export inquiries solicited*


EVANS



*Evans Chemicals* INC.

250 EAST 43rd STREET, NEW YORK 17

In England, Evans Chemicals, Limited.



Albert Verley & Company's

# *Floranteme*

... the total fragrance of a florist's  
shop laden with fresh blossoms.

—TURN THE PAGE

## Albert Verley & Company's



*enhances any floral  
composition—or provides a base for  
modern perfume creation*

Employed alone, Floranteme most nearly reminds one of the total fragrance of a florist's shop laden with fresh blossoms. It is impossible to single out the fragrance of any one flower in this intriguing combination.

Floranteme has unlimited possibilities of enhancement for all floral compositions—but it is of even greater value to you as a base upon which to fashion a modern creation that is uniquely your own.

For new inspiration and new appeal in your favorite formulas, experiment with Floranteme. Write for working sample and prices.

### FOREIGN REPRESENTATIVES

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Rodríguez Peña 233  
Buenos Aires, Argentina

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Caixa Postal 2222  
Rio de Janeiro, Brasil

Carlos Bobbert  
Casilla 9660  
Santiago, Chile

Agencia de Papeles y  
Ferreterías Ltda.  
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Bogotá, Colombia

Juan Gonzáles  
Sitios 355  
Habana, Cuba

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Santiago de los Caballeros  
República Dominicana

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Guayaquil, Ecuador

\* Julio López Martínez  
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Esq. Socarras  
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Beirut, Lebanon

Sapriel & Douek  
16 Sheikh Hamza Street  
Cairo, Egypt

I. Spitzglass & Sons  
Queens Rd. & Norfolk Street  
Woodstock

Cape Town, South Africa

Indian Chemical Works  
Khurshed Building  
Mahatma Gandhi Road  
Karachi, India

242 EAST OHIO STREET, CHICAGO 11, ILL.

114-116 EAST 25TH STREET, NEW YORK 10, N. Y.

MEFFORD CHEMICAL CO., LOS ANGELES

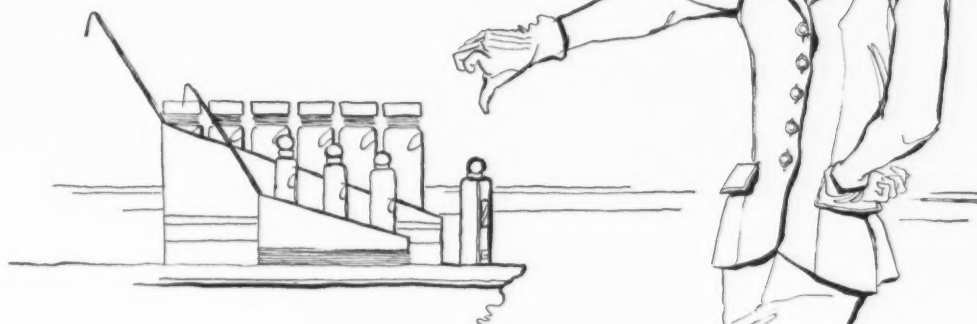
**Albert Verley**  
AND COMPANY

Headquarters for Odor Appeal

D. A. BENNETT, E. J. STROBL, SOLE OWNERS

Synthetic Aromatic Products and Organic Isolates • Synthetic Flower Oils and Aromatic Bases • Bouquets and Finished Compositions

**"You can't fool  
me *twice!*"**



*An attractive container, which conceals a product's watery, "settled out" or curdled appearance, may help make a sale—the FIRST time. But a disappointed user can't be sold again. Give your product an even distribution of color and body that lasts . . . with Kraystay.*

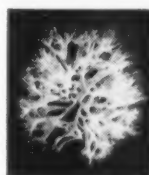
Separation, curdling or "settling out" of ingredients are nuisances. Even though they may not affect the way your product *works* they may cause trial customers to switch to a competing brand the next time.

Many manufacturers, alert to this fact, are now improving their products with Kraystay. This remarkable vegetable stabilizer gives products an even and *lasting* distribution of color and body.

Kraystay, used in varying proportions, has unusual stabilizing, emulsifying, suspending, thickening and gelling effects. It is adaptable for use in cream lotions, hand lotions, toothpaste, cosmetics, pharmaceuticals, foods, and many other products of medium or low acidity.

Find out more about Kraystay. Call or write today, stating the nature of your product. Or, if you wish to submit your formula, Kraft technicians will be glad to assist you in the application of Kraystay to it. Kraft Foods Company, Dept. Y-10, 500 Peshtigo Court, Chicago 90, Illinois.

**FROM TINY FRONDS OF CARRAGEEN** (edible Irish moss) gathered from the cold ocean floor,



Kraft extracts a clear, pure vegetable gelose for use in the manufacture of Kraystay. Modern scientific laboratory control insures the uniform high quality of this consistently efficient stabilizer.

# KRAYSTAY

MADE BY KRAFT

A NEW DEVELOPMENT IN VEGETABLE STABILIZERS

---

# Silver Anniversary

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**CONCENTRATED**

LIQUID SOAP  
SHAMPOOS  
(Coconut & Castile)



POWDERED SOAPS

**Pure Coconut  
U.S.P. Castile**



POTASH SOAPS

**Soft Potash 40%  
U.S.P. XII Green**



Kranich Soap Company, Inc.

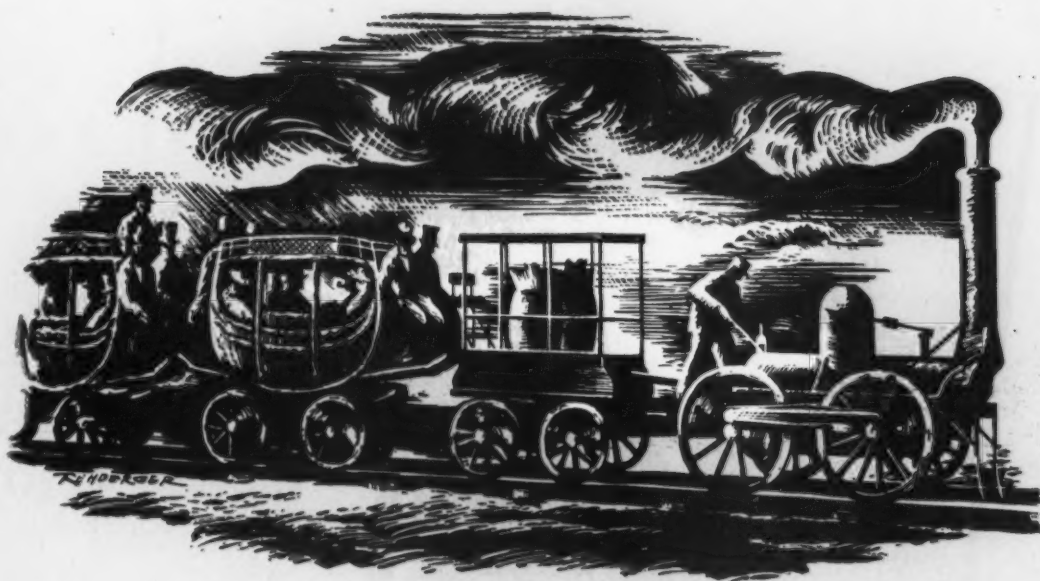
**55 Richards Street**

**Brooklyn 31, N. Y.**

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## KRANICH SOAPS

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## PROGRESS MEANS GROWTH

**D & O was leader in its field  
When the first Railway Train started on its opening trip**

True to its tradition of progress for nearly 150 years, D & O continues full steam ahead... developing and producing basic materials of high quality and uniformity...creating new, imaginative scents that win favor and acceptance...applying its research facilities to the art of creative perfumery. ■ A great heritage of manufacturing skill and experience enables D & O to keep pace with the growth and progress of the Perfume and Cosmetic industry.

### **DODGE & OLCOTT, Inc.**

180 VARICK STREET, NEW YORK, N.Y.

Boston • Chicago • Philadelphia • St. Louis • Los Angeles  
Plant and Laboratories, Bayonne, N. J.

**PERFUMERS' RAW MATERIALS • ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUMES**



**A new and unusual scent?  
Try a perfume base by**



**Schimmel can provide you with  
what you are looking for.**

*Write us on your firm's letterhead  
for suggestions and samples.*

**schimmel & co., inc.**

**601 West 26th Street  
New York 1, N. Y.**



## Quality Assurance in Cold Wave

**L** EADING manufacturers of Cold Wave solution are well content to pay a little more for Ammonium Thioglycollate by Summit. They look upon that slight differential as a very modest premium indeed to pay for assuring the quality of their product.

The high quality of Cold Wave solution based on Ammonium Thioglycollate by Summit is seen in the tighter and more lasting curl that is obtained. It is manifest in the stability of the solution and its freedom from unpleasant odors and discoloration. These factors reflect the high degree to which the purification of Ammonium Thioglycollate by Summit is carried—the “know how” with which the product is made—the rigid and unceasing scientific control exercised over each step in production. They are responsible for Summit being the largest producer of Ammonium Thioglycollate.

**SUMMIT CHEMICAL PRODUCTS CORP.**  
*Manufacturing Chemists*  
Belleville 9, New Jersey



**Ammonium  
Thioglycollate**  
**by SUMMIT**



## *The Harmony of Perfect Blending*

Faultless technique, personality and versatility win for the dancer the coveted title of "ballerina assoluta"—dancer par excellence.

Quality—purity and strength in the perfume bases and specialties of Compagnie Duval win for them the acclaim of discriminating perfumers and manufacturers everywhere.

For more than a quarter of a century skilled laboratory technicians—masters in the art of

creating bouquet notes of distinction—have blended quality materials to produce the exquisite bases for which Compagnie Duval is known.

Duval products embody the true fragrance and bouquet of the flower, to which may be added your own materials, to create the odor of your choice.

*Our quality products include:*

CASSIE BASE, 5208

....heavy....especially suited to violet type perfumes.

HONEYSUCKLE BASE, 5186

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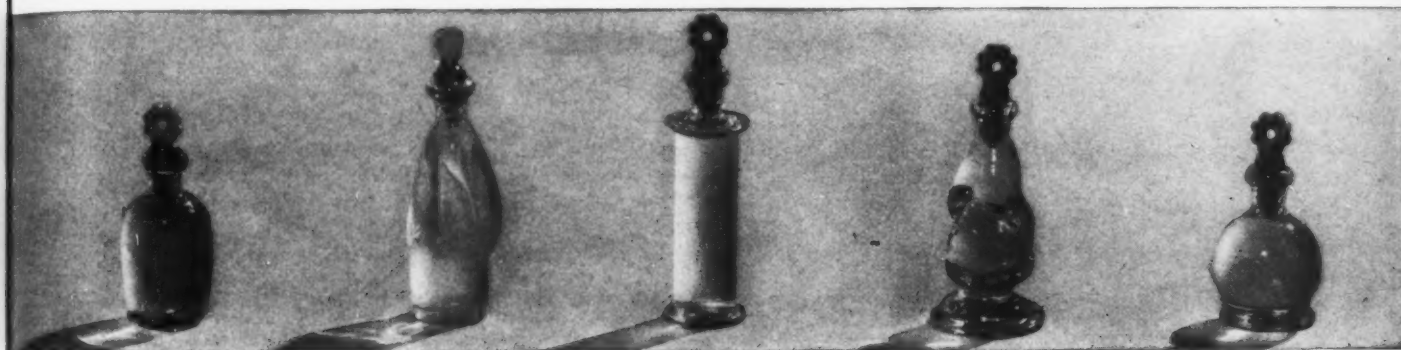
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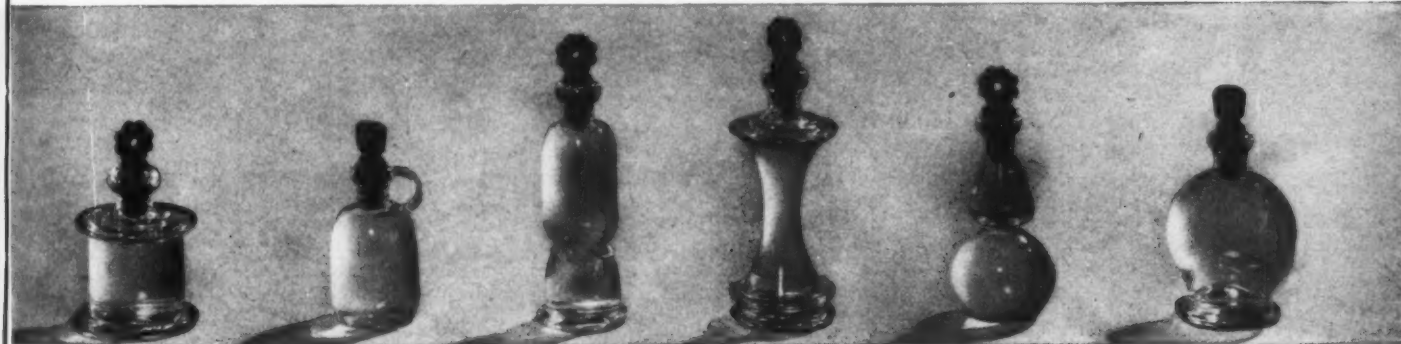
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## Editorial Comment

### F.T.C. Restricts Use of Demonstrators By Household Dye Industry

Following an industry-wide trade practice conference for the household dye makers presided over by Commissioner Lowell B. Mason last Nov. 18, the Federal Trade Commission has set up trade practice regulations which will have the effect of restricting the use of demonstrators and the payment of "push money" in the household dye field.

While the ruling is apparently worded in such a way as not to be ironclad, it reads in part: "It is an unfair trade practice for any member of the industry to furnish so-called demonstrators, or pay, reimburse, or allow in whole or in part the compensation of demonstrators, or to pay or grant 'push money,' 'spiffs,' or any other bonus, gratuity, payment, or allowance to any dealer or distributor or to any clerk, salesperson, or employee of a dealer or distributor, with the purpose or effect of inducing, encouraging or causing such customer-dealer, or his clerk, salesperson, or employee, to give preferential sales effort to such member's product over competing industry products or to discourage the purchase of a competitor's product by the public."

There is no ruling against demonstrators when the purpose of their employment is the education of the buying public.

The Commission further states that practices should not be indulged in which will have the effect of restraint of trade, or which will create a monopoly; or the effect of which is to restrain the use of trade outlets for the distribution of competing goods. Practices should not be used which are contrary to the provisions of the Robinson-Patman act.

Since this was the first industry-wide conference held by the Federal Trade Commission under its new direction, and since some practices common to the household dye industry are also common to the toilet goods field, its development has been followed with much interest. A meeting for the cosmetics industry had been called for January, but has been postponed to a later, unannounced date.

**ON THE SCENT...**



**OF A NEW FACE POWDER?**

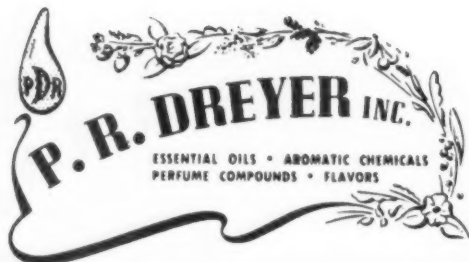


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# Desiderata

by MAISON G. DENAVARRE

## FOAMING SOLUBILIZERS

During the war a trend developed for the use of solubilizers in making various types of hydroalcoholic preparations, such as shaving lotion, freshener, toilet water and others. However, using the solubilizer, the resulting product was always quite foamy. This made filling difficult and it always gave the customer the idea that the preparation contained soap, when it actually did not.

Rather accidentally, one of the large suppliers of such solubilizers recently discovered that the use of an anti-foam, sold by a leading producer of Silicone compounds, in traces prevented the foaming. The amount required varies, but it is in the order of hundredths of a per cent. The result is quite surprising. So, if you have been faced with this problem, the thing to do is to check into the use of this anti-foam.

## FLUFFY BORAX

With the advent of synthetic detergents for home use, the need arose for developing *lighter* grades of alkaline fillers. One company now supplies a fluffy borax which has a most remarkable weight per cubic foot. While it is intended for use in making household detergents, at the same time, I can see many applications for it in powdered cosmetic preparations. In addition, to the fluffy borax, the manufacturer also supplies other fluffy alkaline builders. The material can be bought as such from the manufacturer or the equipment to do this can be bought and a royalty paid on the process, thus resulting in a substantial saving. Either way, if you are a large producer of products requiring alkaline builders with low

weight and high bulk, don't overlook investigating this product.

## ABSORPTION BASE CONTROVERSY

Again the argument is being spread around that to be good, an absorption base must have a high cholesterol content.

To begin with, an absorption base is supposed to emulsify water-in-oil. That is all it is supposed to do and if it produces a stable product, the base has fulfilled its purpose.

Then there is the question about the usefulness of cholesterol as concerns the human skin. I think all of us have been doing lip service to the theory that cholesterol and cholesterol esters are very desirable skin emollients. About all we have to go on, are a few references in the literature over the names of some important dermatologists and the fact that lanolin has been used for many years as an emollient. Considering that all of the cholesterol in lanolin, combined and free, rarely exceeds 15 per cent and often does not come up to this point, makes one wonder how valuable the other 85 per cent might be. Mind you, I don't say that cholesterol is not an emollient or that lanolin is not an emollient. Today, all of us would like to see some real clinical data to prove that emolliency and the cholesterol content of lanolin go hand in hand. This proof would strengthen further the lip service we have all been giving and would also tell us which way to go to produce emollient creams.

As a last thought on this subject, it is not essential that, to be emollient, a cream contain high quantities of lanolin. Other emollients have been developed, most notably the higher



M. G. DeNavarre at work in his laboratory

alcohols and the polyol fatty acid esters and their alkylene oxide derivatives. The literature is showing much valuable controlled clinical data on the usefulness of materials like sorbitol sesquileate as skin emollients. It is this kind of literature that we need on lanolin.

## MINERAL OIL STABILITY

Everyone who uses mineral oil or petrolatum in his cosmetic preparations, knows that the shelf life of the product varies with the mineral oil and petrolatum used. Some are good and others less so. Naturally, each supplier of mineral oil feels that he offers the best. That is as it should be. Yet, it is an established fact that mineral oil turns rancid as does petrolatum and all this notwithstanding supplier's claims. We have been investigating this subject for some time; so have quite a few people who bottle a heavy mineral oil for human medicinal use. One of the leading authors on this subject and I have been exchanging correspondence and it is hoped that shortly THE AMERICAN PERFUMER will carry an article on his method of determining mineral oil stability.

In our own laboratory, we have attempted to duplicate the work of others, particularly that of Rae and find it quite impossible to get a quantitative determination with potassium permanganate. We do find a sharp difference in the odor of the hydrocarbon tested when subjected to 150 deg. C. for a half hour. We are still working on a quantitative method of

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determining stability, but so far, no real luck.

#### NEW pH METER

It looks now like everyone who makes the average laboratory type of pH meter is going to offer a so-called "line model" which means that you use the electric circuit in your wall plug instead of fooling with batteries. It just seems that the batteries are only the beginning of the trouble. You put in a new set (they are supposed to be good for one year) and after they are all hooked up, we discover that one of the electrodes is off. This is replaced and you find the amplifying tubes aren't working. After having replaced these, you decide that maybe the machine better go back to the manufacturer for a check-up and that is another twenty-five or fifty dollars. And so it goes.

Maybe with line operation, the other troubles won't develop as often and since the instrument has accuracy

to 0.1 pH unit, I think that that is as close as most of us want it to work.

#### LANOLIN TESTS

During a routine investigation of the variation in odor, color and emulsifiability of lanolin from all the original producers in the United States who are willing to submit samples, it was discovered that there is a variation in color in a cream made with different lanolins, that there is a difference in the appearance of the cream and that the odor varies from a pleasant, almost apple-like to a cresylic-like bouquet. It is obvious that the latter type would not meet the discriminating need of a reputable cosmetic manufacturer. The first one mentioned is made by a comparatively new supplier in the field.

It is this writer's opinion that the first quality to be looked for in lanolin is odor, the second, color and the third, effect on the emulsion, appearance and stability.

potassium soap present only in such amounts as are necessary to give you the plasticity desired. Offhand, we would suggest that this be tempered by the inclusion of a small amount of an emulsifier like glyceryl monostearate. In actual formulation, you would require something like 5 per cent of the mono glyceride, 10 per cent of stearic acid, enough alkali to neutralize about 2/3 of the stearic acid, between 5 and 15 per cent of kerosene-like hydrocarbon and enough water to complete the product.

#### 640. EYEBROW COLORING

*Q: We herewith beg to ask you, if you can give us a formula of a good eyebrow tint in a pulverulent state, such as the hairdressers use in their salons.*

N. I.—NORWAY

*A: We have no information on eyebrow tints. In our country, governmental agencies look askance on any colors used around the eye. Ordinarily, an eyebrow pencil is used for this purpose.*

#### 641. DEODORANT CREAMS

*Q: We are interested in a formula for the manufacture of deodorant creams and would appreciate your assistance in this matter.*

G. D.—DELAWARE

*A: You don't specify whether your cream is to be strictly a deodorant or whether it is to be a deodorant with antiperspirant properties. If it is to be a deodorant only, it can follow the classical lines of incorporating 15 per cent zinc oxide in a suitable type of petrolatum. This can be fortified with 1 per cent benzoic acid, proprietary antiseptics and perfume. We are sending you the name of a useful proprietary antiseptic. If you want to make an antiperspirant cream, we suggest that you start with aluminum chlorhydrate which has a very mild effect on textiles as compared to straight aluminum sulfate or chloride. Incorporate 15 or 25 per cent of this in an emulsion made with an acid stable emulsifier, such as one of those mentioned in our letter to you. One proprietary emulsifier sold on the market claims that if the formula recommended by the supplier is carefully followed, the resulting cream has no rotting effect on textiles. This formula is sent to you under separate cover.*

## QUESTIONS AND ANSWERS

#### 637. CREAM SHAMPOO

*Q: Will you please give me all the information you have relative to the compounding of cream shampoo made from a detergent base? A stamped, self-addressed envelope is enclosed for your convenience.*

W. V.—NEW JERSEY

*A: The ingredients used in cream shampoo are the following: Glyceryl Monostearate (acid stable or with or without soap) 2.5 per cent, hard soap 1.5 per cent, magnesium aluminum silicate gel 5-20 per cent, bentonite 2 per cent, T.S.P. 1 per cent, NaTPP 1 per cent, salt 1 per cent, and Coconut alcohol sulfate paste. These are added to bring down the cost, to increase the opacity and/or to increase the foaming properties. Occasionally, up to half per cent lanolin is added.*

#### 638. LIPSTICK SHEEN

*Q: Just got separated from the Service, not too many months ago, and approach you again for a little*

*favor. Wonder if you can locate the name and address of the cosmetic firm that manufactures a glossy liquid or paste that is applied over the lipstick to give an attractive sheen.*

C. L.—CALIFORNIA

*A: We suggest you contact several of the private label houses manufacturing lipsticks, whose advertisements appear regularly in THE AMERICAN PERFUMER. Offhand, we are not acquainted with the kind of product you refer to.*

#### 639. CLEANSING HAND CREAM

*Q: Can you supply me with a formula for making a cleansing hand cream which is used by mechanics for removing grease and dirt from their hands. It is applied as a cream but, after rubbing it in, turns into a liquid.*

H. A. E.—MINNESOTA

*A: These creams consist of jellied solutions of kerosene-like hydrocarbon, with high water content. The jelling agent is usually a sodium or*

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# Progress in Essential Oils and Perfumery Products

*The author presents a comprehensive review of the developments in research during the past year*

**DR. PAUL Z. BEDOUKIAN\***

*in the field of essential oils, perfumes, and synthetics*

CONDITIONS in the essential oil industry are gradually becoming normal and the trade is looking forward to the future with confidence. It is true that some materials are still scarce, but it is hoped that these shortages will soon disappear. Labor disputes and the shortage of raw materials during the past year have delayed the complete recovery of the synthetic aromatic industry.

It is interesting to note the appearance of a large number of newly synthesized perfumery materials which have been placed on the market. They were developed in this country and constitute the first such important attempt on this side of the ocean. Perhaps an undesirable feature of many of these products is that they are marketed under trade names and their chemical constitution is not disclosed. This practice may give a temporary advantage to the manufacturer but analytical methods have been so well developed that no product can remain undisclosed for any length of time, especially if such a product becomes commercially valuable.

Fundamental research, which is far more important than the synthesis of new odorous materials, is still carried out almost entirely by European chemists. There is a real opportunity for terpene chemists in this country to make important contributions in this field.

## PERFUMES AND ODORS

There have been a number of publications dealing with the composition of perfumes and the measurement of

odors. These are of value to all who are interested in modern compositions of floral odors. A detailed discussion of carnation, wallflower, gardenia, violet and hyacinth appeared in a British publication.<sup>1</sup> The story of perfumes through the ages<sup>2</sup> and a genealogy of perfumes<sup>3</sup> have also appeared. The problems involved in creating a modern perfume were brought out in an article.<sup>4</sup> In making soap perfumes, a number of factors must be taken into consideration and these were discussed in a recent publication.<sup>5</sup> The use of aldehydes in the perfume industry and methods of synthesizing them have been described.<sup>6</sup> A lengthy article discusses in detail the numerous factors to be considered in compounding a perfume. These include odor quality, intensity and volatility of odorous compounds, the psychology of odor sensation, the composition of perfumes, and the problem of odor fixation.<sup>7</sup> The persistence of odors, a factor of prime importance in perfume composition, has been listed.<sup>8</sup>

The nature of odor and its relation to chemical constitution were the subjects of two interesting studies.<sup>9, 10</sup> The problem of measuring odors, which has so far defied all attempts, was reviewed recently.<sup>11</sup> A graphical method of recording odor impressions was proposed in another interesting publication.<sup>12</sup> An article dealing with dyes used in perfumes, soaps and cosmetics has also appeared.<sup>13</sup>

## PROGRESS IN ANALYTICAL METHODS

The analysis of essential oils is a difficult matter since it demands not only specialized procedures but also con-

\* Compagnie Parento, Inc., New York, N. Y.



## The sellers' market won't last forever ...



siderable experience in order to interpret the analytical results. Most essential oils contain a large number of complex substances in variable proportions, so that the detection of fraudulent additions of similar substances is very difficult. A discussion of these problems with special reference to geranium and lavender was published.<sup>14</sup> A method of determining the adulteration of lavender by the addition of lavandin involves the measurement of the dispersion of optical rotatory power as a function of the wave length of solutions of the oils in various solvents.<sup>15</sup> This method, although promising, requires further study.<sup>16, 17</sup> A detailed review of the analysis of lavender oil and of recent progress in methods of detecting adulterations has also appeared.<sup>18</sup> In a note on the analysis of natural perfumes, the advantages of vacuum distillation by superheated steam as compared with distillation with glycerine or glycol, have been brought out.<sup>19</sup> A modification of the Schimmel test for the solubility of citronella oil has been proposed.<sup>20</sup> The scientific section of the Essential Oil Association of the United States has given specifications and standards on Oil Bois de Rose Brazilian, Petitgrain Paraguay, Spike and Hydroxycitronellal.<sup>21</sup>

It has been reported that rapid acetylation of tertiary alcohols by means of acetic anhydride and a catalyst such as sulfuric or phosphoric acid yields inaccurate results if cineole is present, as this compound is converted into terpenyl acetate and terpine diacetate.<sup>22</sup> Determination of phenols, primary, secondary and tertiary alcohols, through a modification of Zerevitinov's method has been found to give satisfactory results.<sup>23</sup> Water soluble derivatives of alcohols and amines are obtained by the use of a new reagent, namely, the acid chloride of betaine hydrochloride.<sup>24</sup> The reagent is comparable to the water soluble derivatives obtained from aldehydes and ketones by the use of Girard's reagent, and is of much value in detecting small quantities of these compounds in essential oils.

### MENTHOL IN PEPPERMINT OILS

A modification of the Brazilian Pharmacopeia method of determining menthol in peppermint oils has been described.<sup>25</sup> Two studies in the determination of menthol in peppermint oil have been reported.<sup>26, 27</sup> The relative merits of the hydroxylamine and 2,4-dinitrophenylhydrazine method for the determination of aldehydes has been studied. The 2,4-dinitrophenylhydrazine NFVII method for the determination of vanillin and benzaldehyde has been found to be unsatisfactory and a modified method has been suggested.<sup>28</sup>

### RESEARCH IN ESSENTIAL OILS

Intensive studies are being continued on lavender and similar oils. Normal hexanol has been found as esters in oil of lavender to the extent of 0.2 per cent. On the other hand, lavandin, the hybrid oil of lavender, contains this compound in the free state, 0.5-1.0 per cent.<sup>29</sup> In a study of lavandin oils, the presence of previously reported con-

stituents, d-camphor, d-borneol and d-camphene, was confirmed, and in addition to these the presence of l-alpha pinene, l-camphene and l-limonene was reported.<sup>30</sup> Epoxy-linalool was also found in oil of lavandin to the extent of 2.9-3.3 per cent as the acetate. A method for the quantitative determination of epoxy-linalool in essential oils is also reported.<sup>31</sup> A study of the constitution of epoxy-linalool (6,7-epoxy-3,7-dimethyl-octen-3-ol) has been made.<sup>32</sup> A thorough study of lavandin by means of careful fractionation of the oil has been made. As a result, a very large number of the constituents of this oil have been shown and their percentages given.<sup>33</sup> A report was made on the properties of lavandulol.<sup>34</sup>

A detailed study has been made of Messina lemon oil. No linalool or its acetate could be detected in the deterpeneized oil. Of the fatty acids, the presence of capric and lauric acids was reported. Geraniol, nerol and citronellol were definitely identified. Among the higher boiling fractions, a sesquiterpene alcohol, citropene, bisabolene and cadinene were also isolated.<sup>35</sup> A pale yellow deposit from West Indian lime oil was investigated and found to consist of limettin (5,7-dimethoxycoumarin) and isopimpinellin. Another substance found in lime oil was 7-methoxy-5-geranoxycoumarin.<sup>36</sup>

The constitution of phellandral occurring in eucalyptus oil has been confirmed.<sup>37</sup> Citral was found to be present in bergamot oil.<sup>38</sup> All samples of geranium oils obtained from different locations were found to contain eugenol.<sup>39</sup>

### INVESTIGATING LESSER KNOWN OILS

A number of lesser known oils were investigated and some of their constituents reported. The roots of *Primula farinosa* L. which are odorless, were found to develop an aromatic odor after maceration. The oil obtained from the macerated roots was found to contain benzyl benzoate and benzyl salicylate.<sup>40</sup> The constituents of Spanish broom (*Spartium junceum*) have been studied. The odor was found to be largely due to the free acids and phenols. Terpenes, fatty aldehydes and fatty acid esters were also found to be present.<sup>41</sup> The essential oil of the flower heads of *Inula crithmoides* was fractionated and examined, and found to contain approximately 64 per cent monocyclic terpenes, principally p-cymene and d-alpha phellandrene, 21 per cent oxygenated terpenes and 15 per cent sesquiterpenes and unknown products. The oil is reported to be a good source of the rare d-alpha phellandrene.<sup>42</sup> The oil of Parma violets is known to contain eugenol as an important ingredient. The less expensive oil of *Viola odorata* did not contain eugenol.<sup>43</sup> It was shown that oil of *Agathosma apiculata* M. has a large proportion of sulfur containing compounds. The odor is reported to be similar to that of Asafetida. The sulphur compound was found to be butyl-l-pentenyl disulfide, which occurs to the extent of 30 per cent. The oil of *ocimum gratissimum* is reported to contain 66.6 per cent citral, 25.7 per cent geraniol, 2.8 per cent citronellal, 1.5 per cent geranyl acetate, and 2.4 per cent sesquiterpenes.<sup>45</sup> Another little known plant, grown in the Turkmen Republic, *Artemisia balchanorum*, is reported to yield an oil containing 40-50 per cent linalool and 25-30 per cent geraniol.<sup>46</sup>

The oil of Kissi pepper (*Piper fancechoni* H.) was investigated. Unlike ordinary pepper oil which contains phellandrene, dipentene and caryophyllene, Kissi pepper was found to contain acids, esters, ketones and sesquiterpenes.

It was stated that Kissi pepper has a resinoid odor valuable in perfumes and soaps.<sup>47</sup> A study has been made of the steam distilled oil of copaiba balsam.<sup>48</sup>

The twigs of some Quebec conifers were distilled and the yield of essential oil determined. On the basis of laboratory experiments, it is expected that commercial distillation of these twigs would yield the following percentage of oils, cedar, 0.6-1.0; balsam, 1.0-1.4; pine, 0.6-1.0; spruce, 0.5-0.7; hemlock, 0.4-0.6. Seasonal variation of yields was also reported.<sup>49</sup> The economics of the extraction of essential oils from waste materials of the lumber industry and the problems involved were discussed thoroughly.<sup>50</sup>

An analysis of the constituents of true orange flower water and the changes due to the action of a microorganism have been published.<sup>51, 52</sup> A pamphlet on the subject has also appeared.<sup>53</sup>

Camphor was obtained from *Cinnamomum camphora* in East Africa both from the leaves and the wood.<sup>54</sup> During the scarcity of menthol, oil of pennyroyal was used in the manufacture of menthol. The processes involved were described in a recent publication.<sup>55</sup> A method of separating l-menthol from racemic menthol U. S. P. has been reported.<sup>56</sup> This consists of preparing the dl-menthyl acid succinate and then resolving it by means of l-ephedrine.

(This article will be continued in the April issue of THE AMERICAN PERFUMER.)

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## Letters to the Editor

Dear Mr. deNavarre:

On behalf of myself and five friends of mine in the British cosmetic industry (I have not had time to question any others) I would like to say that we all read your "Desiderata" column with great interest and have frequently found it helpful. It has often given us tips that prove very useful as basic ideas for personal experiments.

As an editor of a contemporary trade journal, I must say that I detest such destructive critics as those referred to in the October issue of your column. It is all very well for people to say that a column wants overhauling or that you don't give enough decent information—but surely you in turn are entitled to ask these people: Well what the devil do you WANT?

My experience is that the people who complain most about lack of information are often those who are extremely unwilling to part with any private information of their own (or what they consider to be private information). The progressive and well qualified man is generally, by the very nature of his work and outlook, fully aware of all the difficulties that beset people like you and me. Consequently he doesn't expect too much and, when he gets a hint, he is very grateful for it and acts on it. The ill-informed person, on the other hand, frequently expects too much, and even if he gets it, he doesn't properly know how to use it.

Some of the cosmetic manufacturers in this country are very good and go-ahead fellows. Others, however, are enough to make one sweat blood—and if you were to take any notice of their criticisms you would never produce anything.

There is only one score on which I may differ with you (again referring to your 'Complaint' published in the October issue), and that is with reference to the so-called Vitamin F. The term "vitamin" is already overdue to go out of use, anyway, and for the life of me I can't see the importance (save from a publicity point of view) of its exact status as a vitamin or otherwise. Undoubtedly it has some sort of action on the skin, and I for one am really concerned with what it can or can't do rather than with what it is or isn't.

As for the chap who says that your picture in the "Perfumer" is meaningless, why don't you offer him a choice on the following:

- (a) smelling a perfume testing slip;
- (b) lighting a Bunsen burner; or
- (c) pouring some mysterious liquid from a bottle into a test tube.

Seriously, I wonder what sort of photopgraph he would consider to be full of meaning.

Yours sincerely,

F. V. WELLS

Editor, *Soap, Perfumery & Cosmetics*.

# THE ILLUSTRATED LONDON NEWS



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SATURDAY, APRIL 25, 1891.

TWO SIXPENCE.  
WHOLE SHEETS 1 By Post, 6d.

## THE QUEEN AT GRASSE

**A**MONG the pleasant incidents of her Majesty's sojourn at Grasse was a visit to the perfume-manufactory of M. Chiris, a gentleman who is a member of the Senate of French Republic, and is the owner of a delightful villa and gardens, which have also been courteously opened by him to her Majesty. We have already mentioned the peculiar branch of industry for which Grasse is celebrated all over the world, and to which it owes a trade amounting yearly to the value of a quarter of a million sterling. It is for the sake of extracting perfumes from their blossoms that the cultivation of odoriferous plants, white roses, white jasmynes, heliotropes, tuberose, jonquils, cassias, violets, orange- and lemon-trees, and a species of acacia, besides vast fields of lavender, is spread over many thousand acres in the neighborhood of Grasse. The flowers of the orange- and lemon-trees are used for the distillation of "neroli," the base of eau-de-Cologne, while the water that is left after that process is the refreshing "orange-flower water," a familiar luxury in French cafés. The "otto of roses" produced at Grasse is superior to that of India or of Turkey. The petals of the red Turkey rose only are used for this product; they are submerged in a large iron pot full of melted lard, surrounded with boiling water, and remain from twelve to twenty-four hours, after which the liquor is filtered from the petals, and this operation may be repeated, with fresh petals, thirty or forty or even sixty times. It requires 45 lb. of rose-petals to make one gramme (fifteen grains and a half troy-weight) of the otto of roses, which costs perhaps three francs. Orange pomade is made in the same way from the petals of orange-flowers. Another method of extracting the scents of flowers, apart from distilling and the application of heat, is by laying them simply piled and not pressed together, between two sheets of glass, held by their frames four inches apart, with a layer of lard, one third of an inch thick, spread on the glass, to absorb the odoriferous oil; the flowers are changed for fresh ones, sometimes after six hours, in other cases

after twelve hours, and this is done, with jonquils thirty times, with cassias and violets sixty times, with tuberose or hyacinths, and with jasmine, as many as eighty times, accumulating the perfume-essence in the same lard, which is afterwards melted and mixed with alcoholic spirit distilled from grain. The spirit, combining with the volatile oil, rises to the top and is skimmed off, and the fluid is then filtered. All the citrine odours, those of orange- and lemon-flowers, also verberna and lavender, are treated with spirit distilled from French grapes. It is a special science to combine, in certain proportions, scents which form a novel and harmonious artificial perfume. The great factory of M. Chiris was inspected on April 10 by her Majesty, accompanied by Princess Louise, Princess Beatrice, and Baroness Alice de Rothschild. M. Chiris had the building decorated with British and French flags, the floors spread with violets and jonquils, in honour of his royal visitors, who saw all the processes and examined them with much interest, especially the delicate methods of *enfleurage*. As the Queen left, M. Chiris begged leave to present a basket of perfumes beautifully displayed in a bed of violets and decorated with apple-green ribbons and Maréchal Niel roses. The bottles were dedicated to the royal party in the names of "Queen's Bouquet," "Princess Louise Bouquet," and "Princess Beatrice Bouquet"; and two other bottles contained perfumes of the white rose and the white violet. Her majesty accepted the gift very graciously, and invited M. Chiris to her evening party on the following Monday. On April 14, the birthday of Princess Beatrice, the Duchess of Albany, with her two children, came from Cannes to offer congratulations to her Royal Highness. The buglers and band of the Chasseurs marched up from the barracks and played for an hour under the windows of the Queen and the Princess. During luncheon the band of the 112th Regiment of Infantry from Antibes played selections. The front of the Grand Hotel was prettily decorated. At night there was a torchlight procession, headed by military bands, and fireworks in the hotel gardens.

Reprinted from *The Illustrated London News*, Saturday, April 25, 1891.



FORESTER  
Grasse - 41

Shown above is the Queen taking a drive at the Villa St. Georges, Grasse, France; and below, a general view of the villa belonging to M. Chiris. To the left, M. Chiris is explaining the distillation process to the Queen during her visit to his perfumery plant.

*Stores report that colognes have the edge in sales of fragrances . . . Plastic cases for lipsticks may*  
**JEAN MOWAT** *have a continued demand*

## COSMETIC TRENDS IN THE MID-WEST

**C**OSMETIC departments all through the Middle West are slowly, and in some instances, painfully, making the change-over from war-time methods of sale to the usual slow Spring pre-Easter sales of a normal season. This is a pill that is gagging merchandise offices, and many of the buyers who came to their jobs during the war are literally shaking in their boots. An ad does not produce a rush of customers.

Add to this the fact that today, with operation control becoming a fancy baby to coddle, many of the merchandisers and buyers, who formerly spent much time in the market, are now so busy filling out forms, telling how much of an item they had before a sale, how much was sold, and their inventory the day after the sale closed (at regular prices, of course) that they don't have time to study the market as in the pre-war days.

Customer resistance is not nearly so strong as is the demand for *quality* at the price asked. During the war, and too many of the buyers and merchandise men still consider that period one of halcyon days, any advertised item moved with the speed of a jet plane. Today, women are shopping and studying the merchandise and want definite information regarding it.

Salesmanship is need for consumer selling today. There are many new clerks behind the cosmetic and perfume counters who know little about the merchandise they sell, especially in comparison with competitive brands. Few of them realize that if time and energy are spent with a customer, if she is shown how to use a product and care is taken to sell her the right powder for the right complexion,

she is going to return to that salesperson. Yet, with customers carefully shopping before spending a dollar, there is no change in selling technic from during the war-days when an item was pushed across the counter and the sale rung up. Few stores realize that it is now very late. Only a few have begun training for the new era now here.

### SPRING IS ALWAYS SLOW

A trip through a dozen leading stores in this section of the country reveals ample time for salespeople to study their merchandise, read the directions on the jars and bottles and take time to explain in detail how to use a preparation to the customer who does stop. One may ask for an item and be shown that and nothing to go with it.

Take the matter of the clearance of plastic cases for lip-rouge and the presentation given to them. Certainly, these sold for they are light in weight, and are favored by the college and high school crowd who won't take on a metal case until their plastics fall apart, so they say. A test was made in half a dozen stores of purchasing a lipstick (they keep and at half price any woman was silly not to buy), but did anyone suggest a cleansing cream, a tissue cream, a cream rouge, even powder or tissue to go with them? One girl did and when she finished, had rung up a sale of \$15.10, from a request for a 45c. lipstick.

### CONSUMER INFORMATION NEEDED

Women are generally conceded to be intuitive. The maker of cosmetics has not only granted this but seems to think they are psychic—for are there explicit directions on the jars and bottle for best use? Study some of them.

A very lovely bottle carried the notation of "bath oil," and the maker's name. There was no indication of how to use it. Was it to be dropped into the tub? How much? Could it be used after a shower? How? The woman making the purchase came from a small town where such merchandise was not shown in profusion. To her, the idea was novel. It took the clerk's time to tell how it was used. Then the clerk did not follow up the sale with a matching fragrance in bath powder or in cologne or perfume. Yet, that woman might have ordered them later, if she liked the bath oil and the store would have had a new customer. And the stores complain business is slow!

A new two-for-one hand lotion had much the same type of acceptance. The clerk shoved it across the counter. How to use it might easily have been indicated in simple language, but the sale was lost. Yet it is a new product struggling for a spot in the lime-light. It may well deserve it, for the idea has value if the customer can find out how to use it intelligently to benefit her skin.

### KNOW-HOW NEEDED

Well-established lines of cosmetics are not giving as much specific information for the application and use of their products as Mrs. America and Miss White-Collar-Girl of the Middle West would like. The glamour in the ads has a direct appeal—it makes grand reading. But how to achieve the glamour is the reason the package is purchased and too often how-to-use-it is neglected. Not only does the advertising stress the allure that the right perfume gives, the erasure of tell-tale lines of age or weariness by the EXY creame and that the use of the product will give a fresh complexion, but one ad recently announced the product

would produce "an English complexion," and one was asked if that was lend-lease, too. Some stores won't carry masks because directions are not too specific. But others find no trouble in their sale, but the sales person does give careful instruction in their use and the final application of foundation cream, rouge and powder.

Now every woman and every man wants and needs to be flattered. But some would like the facts, rather than the glamour appeal. Of course, it doesn't make such alluring reading, but the facts on how to use and why, on the container, can aid any maker in increasing the sale of his product if it has value. More women want know-how today. A dollar, worth but 40c., is buying just that amount and when a woman makes this exchange she wants the value and demands that in full. This may be one reason for the slowness reported, but which is only a normal lull which may change long before this is read and applied. But more know-how on a jar or a bottle is necessary.

Here is how Marshall Field & Co., Chicago, gave a perfume tip: "You'll be more subtly perfumed if you saturate small strips of blotting paper with your favorite fragrance—clip them to the neckline and inside hem of your dresses." Now you knew that—but did you suggest use for that enchanting fragrance? Yet that beauty hint of how to use a fragrance created business and aroused untold interest among women who frankly said they had never thought of the idea.

#### VALUE DEMANDED

Stores in Chicago, the Twin Cities, Milwaukee, and Des Moines, conducted February soap sales. Some time ago news went out over the air that soap was going to be difficult to obtain—then that soap prices would be advanced. Both proved true. Women flocked in and cleared out all soap stocks. For many years February has been considered a soap-month. Buyers anticipated house-cleaning, early spring laundering of blankets and spreads that required the finer types of laundry soap. Recent years have made the sale important. This year initial sales were small. On the whole it has been disappointing to the stores.

When word went out over the air that soap prices might be raised and that soap, of quality, would be scarce, there was a rush to buy and stocks were reduced to such a low point that for inventory there was virtually no carry-over. The slow sales are reported as due to several factors which require mention: The heavy year-end selling; the advance of 35c. and 50c. per box of six bars; and the poorer quality of soaps due to lack of desirable oils and fats—but as 61 per cent of the consumer units in the country buy from hand-to-mouth and rarely can stock up for more than a month in advance, one is again confronted with the fact that this group—whose incomes are \$3,000 or less—demand quality as never before. Those who are students of this group of consumers state that if they are satisfied then business is good.

#### PERFUME SALES HOLD STEADY

The war years definitely educated the white-collar girl and her factory sister to the smartness of a fragrance. Colognes have the edge on all sales of this type, but the Valentine season proved that the medium-priced scents are in first favor. Easter and fragrant emollients go together—whether this be a cologne, a hand-cream, or a fine perfume—fragrance is demanded.

Not in years has so much dramatic advertising been done as it has on perfumes throughout this center. Windows have tended to create the atmosphere for some of the combinations, and smart advertising has been added. Schuster's of Milwaukee used a half page to feature a perfume ad, three-quarters of which was devoted to the illustration which suggested the rarity and delicacy of the fragrance. Naturally it got attention. In contrast to this idea, Scrugg's of St. Louis used a quarter page just for an illustration of the Far East in delicate outline to suggest a fragrance. The story of its glamour was told in three lines of type, including price. Both of these presentations brought in new business. Carson's, Chicago; Reels, Milwaukee; Powers of Minneapolis; used excellent illustrations of bottles and fragrance themes to put the idea of chic-scent across. All of these stores not only offered perfumes but suggested the cologne to match and business was done on both.

#### WHAT OF THE FUTURE?

New hand creams are moving well. These need idea captions for great usefulness by any woman. New hair shampoos are cutting in on some of the established brands. How long it will last, or are they superior, time will tell. There is much interest in these new non-soaping types.

Makers of deodorants will be interested in the reports of retailers who state that winter sales have been the largest ever recorded. No longer is this merely a Summer idea of daintiness, but has become a beauty-shelf MUST.

Bath oils are wanted in lower-priced brackets. Possibly smaller bottles would serve to maintain full quality and value. Plastic cases for lipsticks and for powder may have a continued demand. They are favored because of lightness. A good product that can offer smart color and permit many refills is wanted by the college trade.

Kits, well fitted, of air-lightness, are wanted for the Spring-Summer travelers who complain that the smartest cases are excellent, but too heavy for the present allowance of 40 pounds per flying passenger, when a suit case for clothes is added.

Hand lotions will increase in sale during the early Spring. Lotions that are non-greasy, and quickly applied are in spot call.

Buyers watching the trend of fashion-minded women going to the Southern resorts and the various spas in and around the Middle West report that leg-lotions are not being purchased. Some buyers anticipate a slow season—both in point of volume selling and consider June the time when sales will be made.

Again cake make-up is reported as slower in sale. But in contrast there is no report of an upturn in sales of the usual face powder. Contradicting all this, firms, which mix powder to order, report they are very busy—"never had such a call" is a general answer.

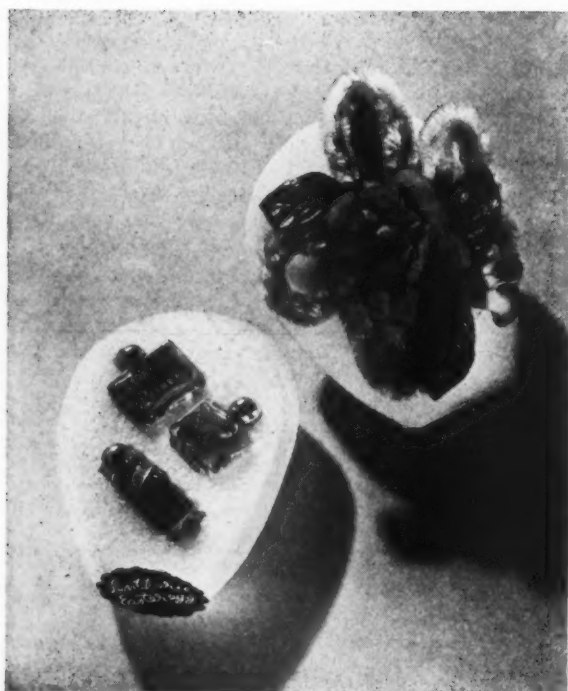
Small shops that carry but a few types of perfume and cologne are giving so much attention to the package that contents or not it sells—to a man. Women who purchase for themselves or a dear friend demand to know contents. Bath accessories—oil, powder, salts—are other highly decorative packages. Smart bottles are used in all of these. Easter cosmetic ideas are already being shown in windows with the new suits from Britain.

Clearances on slow movers in men's toiletries are well under way in leading stores of this section. Sales are not active, but steady.

# Packaging

## P O R T F O L I O

LENTHERIC



LENTHERIC: Three miniature flacons of Lenthéric's Tweed, Confetti, and A Bientôt perfumes make their debut in time for Easter-gifting. The Lenthéric Easter Egg is topped with a pink camelia, and a soft plush bow.

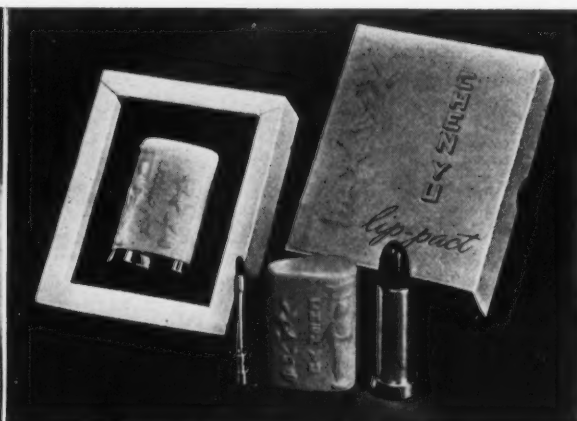
CHEN YU: Chen Yu creates a new color for Spring in its "Spring Fever." With a collection of Chinese figurines on a tiny landscape stage, Chen Yu recreated the traditional "Festival of Lanterns" which welcomes the advent of Spring. Kodachromed in color, it makes one of the most appealing of the Chen Yu packages.

CHEN YU: A novel presentation is Chen Yu's Lip-Pact which teams both lipstick and lipbrush in a single, convenient container. The swivel mechanism and brush stem are highly polished brass. The Lip-Pact case is ivory plastic, with detail in raised Chinese figures. For packaging, Chen Yu provides a box of soft beige lined in black, lettered in scarlet and gold.

CHEN YU



CHEN YU



# YARDLEY

**YARDLEY:** Yardley has designed an unusually smart compact container for their new cream makeup base. The lid is pale pink plastic with a decorative bee design on top and the bottom is made of clear lucite.

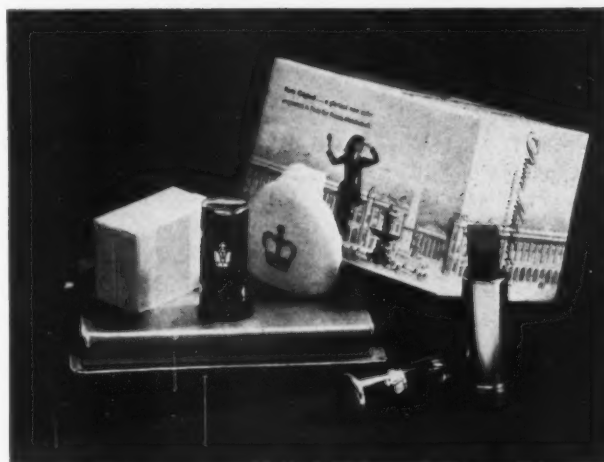
**PRINCE MATCHABELLI:** The excitement of Paris in the Spring is caught in Prince Matchabelli's Paris Original. The royal rose lipstick is in a black enamel case especially created for Paris Original, studded with golden crowns. The set, containing lipstick, matching rouge, and face powder, comes in a package, bright with scenes of Spring-time Paris.



PRINCE MATCHABELLI

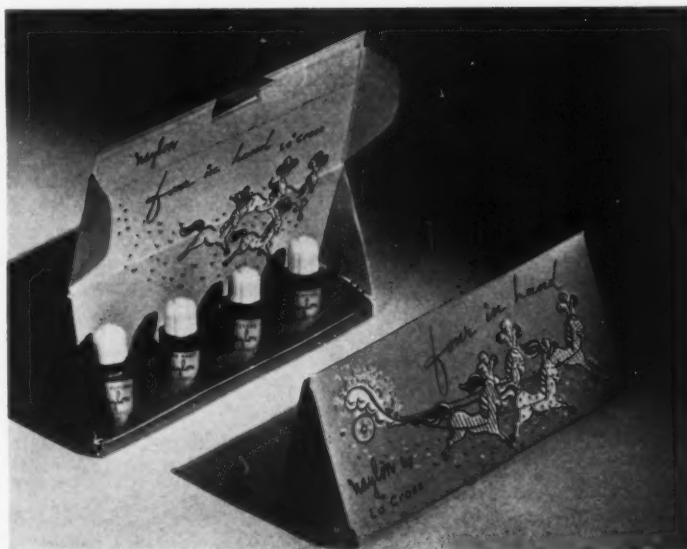
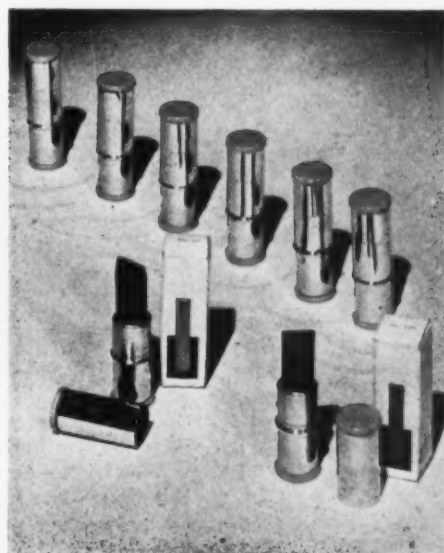
**GUERLAIN:** A new creamy, fragrant lipstick has been presented by Guerlain in eight new shades, to complement every type of beauty. The lipsticks are packaged in the classic chromium Guerlain cases tipped with French Blue.

**LA CROSS:** La Cross' "Four in Hand" packaging is imaginative. Four spirited little beplumed horses gallop across a turquoise cover and reappear on the chartreuse lining. La Cross puts a foursome of their most popular "Naylon" shades, in miniatures of the non-tippable "Naylon" bottle.



LA CROSS

GUERLAIN



# Short Adages

R. O'MATTICK

IT IS a cheerful thought—(and who, we rise to ask, dislikes to entertain cheerful thoughts these days)—that no sugar is needed to sweeten perfumes, toilet waters and cosmetics. The makers of these divine creations that help to add to the beauty of this drab world have had enough troubles in the past about alcohol shortages and container shortages and every other kind of shortage without having to worry about sweetener rations and sugar shortages. *Dolce far niente*, as our friends who ship Bergamot Oil say.

\* \* \*

It is bad enough that the need for sugar is great for many of the products in which flavors are used. But the sugar shortage will not last forever and Department of Agriculture Secretary Anderson has predicted "that barring unpredictable disasters sugar will be available to increase rations for industrial users by additional 10 per cent of the 1941 base period." That isn't much but it is something and we hope soon there will be no more sugar problem except for sugar daddies who invite their own problem.

\* \* \*

Mexico has not only taken Baseball to its heart. It has found other things *sympatico* in Brooklyn beside the Dodgers. That charming Borough east of the East River has a number of sugar refineries and our Mexican neighbors, having seen what goes on in these refineries, will construct some of their own. The first of these will soon be erected at Xiocotencatl, Tamulipas, at a cost of 26,000,000 pesos. This Xiocotencatl is not a word made out of whole cloth but actually a charming town deserving better things than sugar refineries. If you don't believe there is such a place in Mexico, look it up in the Atlas or wherever you look up things you don't believe in.

\* \* \*

Even if you can spell Xiocotencatl and plan to address a communication to its Chamber of Commerce it won't help you much with your sugar problem. This refinery is being built to supply the greatly increasing local demand which has taken a large spurt forward because of the activities of many United States soft-drink companies who have started operations in Mexico during the last few years. It is not difficult to understand this trend. Soft-drinks, south of the border, is one of the greatest outlets, for 'pop' is the battery of soft-drink stands at a baseball game. Now that Mexico has La Baseball it has also become interested in Le Ginger Ale, Los Colas, Root-Beer and many other beverages where flavors and essential oils play no small part.

\* \* \*

*Ergo et ipse facto*, you see how one thing blends with



another and how Baseball and Brooklyn and Sugar refineries and the Dodgers and Soft-Drinks and Flavors and Essential Oils are all really related into a whole Geographical, Sociological and Aromatic cycle as it were.

\* \* \*

Our kindly and more-than-tolerant Editor has expressed no little surprise at our weaving so much baseball into this column lately. Last month, according to his keen observation and phenomenal memory, the Cleveland Indians were thrown into the field—now you have the Dodgers covering the plate. This state of affairs is not the result of our sudden interest in Baseball (when we were young, tennis was our game) but must be the subconscious effect of Junior annoying us to buy those two season tickets for the coming season.

\* \* \*

We hope that long before the fellows are out there on the field again, business, which has been lagging, will pick up considerably and that Dr. Rowmateral, Pat Chouli and Sand L. Wood will be able to relax enough to consider the possibilities of taking Junior to all those double headers they delight in. We have sat through one of them and never thought the end would come but it did.

\* \* \*

The Annual Banquet of the Drug, Chemical and Allied Trades Section of the New York Board of Trade had its usual crowd, its perpetual sparkle and jolly atmosphere. Now that the war is over there were no uniforms, and more ice-cream and better liquor. But aside from these departures, the meeting was much like every meeting or Drug Trade Dinner before the war, during the war and after the war. It would be worth while for some pioneering souls to make an effort to have the Annual Gathering just a bit less like every other one and we have already joined a quiet movement on foot for a little change for the 1948 event. After all, most of the men who attend this affair are men of great originality in their respective fields and activities or they would not have the price of a dinner anywhere—let alone at the Waldorf. Why can't there be a little originality—or let us say, a little type of Drug Trade Dinner which is not a replica of the one of a year before.

# FLAVORS

## Oxidative Aging of Whiskey

*Among the many variations of the oxidative method for the rapid maturation of whiskey are some of the most important quick aging processes*

MORRIS B. JACOBS, Ph.D.\*

IN a previous article the many methods used for the rapid aging of whiskey (this form of spelling is adopted to conform with legal definitions) and similar alcoholic beverages were classified into five major categories of (1) mechanical, (2) physical, (3) reduction, (4) oxidation, and (5) miscellaneous methods. In the first three categories agitation and shaking methods such as transportation of whiskey in ships chartered for this purpose, ultraviolet radiation, adsorption, and hydrogenation methods were the ones principally discussed.

It was stressed that the aging of whiskey is a double process involving not only the removal of unpleasant odor and taste associated with greenness but also maturation reactions involving the chemical processes of esterification and polymerization which result in good flavor development. The former probably involve reduction reactions while the latter probably involve oxidation reactions.

### OXIDATIVE METHODS

Of the principal methods noted above, the most important from the number of variations and actual use in industry are those methods depending on oxidative processes. These may in turn be classified as (a) treatment with oxidizing gases such as air, oxygen, ozone or nitrogen

dioxide—nitrogen tetroxide; (b) treatment by electrolysis; and (c) catalytic methods. In this paper the methods comprising the first two categories will be described.

### OXIDIZING GASES

**Oxygen.**—In one example of this type<sup>1</sup> the liquor is treated with oxygen while exposed on large wooden surfaces which have been impregnated with a solution obtained by extracting seaweed ash. Oxidation may be accelerated by the employment of compressed air.<sup>2</sup> The liquid to be treated is run into a tank which can stand a pressure of several atmospheres. Compressed air is introduced at the bottom of the tank. The length of time required for treatment by this process depends mainly on the pressure of the air, the nature of the liquid, and the extent of aging desired. In a special apparatus<sup>3</sup> for this purpose, the liquid is sprayed or atomized in a chamber containing air under pressure from two oppositely disposed nozzles with a double cone between. In another variation of the methods of oxidation by means of compressed air, the liquor in a tank is aged by admitting compressed air to the tank through a connection that forces the liquor through a pipe to spray nozzles.<sup>4</sup> These deliver the liquor in an atomized form into a chamber from which the gasses and volatile impurities can escape through an outlet. The alcoholic liquor is retained by means of a condenser.

\* Adjunct Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

According to a Canadian process<sup>5</sup> an oxygenating gas is bubbled through raw spirits and thence through a mass of charred or desiccated oak chips over which a counter-flow of liquor is maintained by withdrawing spirits from the bottom of the tank and discharging it over the wood chips.

One method proposed for improving the taste and odor of alcoholic beverages provides for bringing the liquor into intimate contact with a circulating current of air, nitrogen, carbon dioxide or oxygen in a cyclic system<sup>6</sup> in one zone of which an acid solution containing alcohol is used and in another zone of which an alkaline solution containing alcohol is used. The system is further arranged for the addition of an oxidizing agent such as a small quantity of

potassium permanganate to a sulfuric acid solution or of an alkali manganate or alkali chromate to the alkaline solution used. In still another variation,<sup>7</sup> a raw rye or bourbon is treated with a potassium permanganate-sulfuric acid solution. The evolved oxygen performs the maturation processes in a few days. Subsequently a neutralizing and bleaching agent such as hydrogen peroxide solution is added and the alcoholic beverage is permitted to age additionally.

Hydrogen peroxide<sup>8</sup> is also used to produce active oxygen which selectively oxidizes the beverage at a pressure greater than atmospheric, generally about 2 atmospheres.


As a modification of the above methods using oxygen in relatively high concentration, alcoholic beverages such as brandy, cognac, and liqueurs<sup>9</sup> are cooled to a temperature below -18 deg. C., are saturated with air while at this temperature and are subsequently stored in a warm room to enable the acids to combine with the alcohol and form esters.

**Ozone.**—Maturation has been accomplished by bringing the alcoholic beverage in contact with oak shavings which have been treated with ozonized air or with oxygen.<sup>10</sup> The use of oak chips prevents local excess concentration of the ozone. A proposed 50-watt size ozonizer for liquor treatment with a capacity of 100 liters per hour<sup>11</sup> gives a mellowing effect in a relatively short time as compared with the normal methods of aging. Analysis of such liquors shows an increased ester content and a decreased aldehyde content.

**Nitrogen Oxides.**—Whiskey, cognac, and other alcoholic beverages have been artificially aged by treatment with air which has been subjected to a high-tension electric arc.<sup>12</sup> Such air contains nitrogen tetroxide—nitrogen dioxide mixtures.

#### ELECTROLYTIC TREATMENT

In one process of maturing alcoholic liquors by electrolysis<sup>13</sup> a depolarizing cathode and a current of low intensity are used. The anode is a non-oxidizable metal such as gold while the cathode is formed from a carbon electrode surrounded by manganese dioxide and carbon contained in a porous pot. The electrolysis is carried out in the presence of materials which the alcoholic liquor can extract from oak wood and this is accomplished by permitting the liquor to stand in oak casks for some time before the elec-



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trolytic treatment. A more rapid procedure is to add oak chips to the beverage during electrolysis. As a result of electrophoretic action the extraction will be assisted. The electrolysis may also be performed in the oak casks using anodes placed outside the casks and cathodes inserted into the casks through the bungholes. Pads of moist cotton or linen are placed between the surfaces of the casks and the anodes while the casks, themselves, are placed in insulators such as vessels containing mineral oil. Current is passed continuously for 8 to 10 days depending upon the conditions of each application.

An apparatus<sup>14</sup> for treating liquors such as spirits, wines, etc., with electrical currents of high voltage and low amperage, has been devised which consists of two point-and-disk separators placed oppositely in parallel circuits connected to the terminals of a transformer so that one alternation of the transformer current will pass through one circuit and the other alternation through the other current. Barrels containing the liquid to be treated are inserted in each circuit. By the use of this method, heating of the liquor is avoided and loss by volatilization of the aromatic compounds is minimized.

In another process cognac, wine, and arrack are aged by passing a high-tension electric current through them.<sup>15</sup>

The electrolytic treatment has also been combined with the use of oxidizing agents such as air, oxygen, or ozone. Thus in one of these methods<sup>16</sup> the liquor is treated in barrels with an oxidizing gas, such as air, oxygen, or ozone,

and with an electric current. An electrode is inserted through the bunghole of the liquor container, and the liquid either alone or together with a fine wire of high resistance connecting the electrodes serves as conductor. In either case heating of the liquid occurs. Another ingenious process comprises saturating the liquid with oxygen, followed by the transformation of this oxygen into ozone by means of discharges of electricity through the liquid. Oxygen is introduced into the liquid under pressure and the electricity is discharged at short intervals through the liquid. In this way the impurities from distillation are oxidized and the flavor is improved. Some other methods are mentioned by Fain and Snell.<sup>17</sup>

In a concluding article catalytic oxidative methods and miscellaneous methods used for the rapid maturation of whiskey will be described.

- <sup>14</sup> J. H. Phillipsky, German Patent 572,351 (1932).
- <sup>15</sup> J. L. Deriques, *Z. Spiritusind.*, 31, 141 (1908).
- <sup>16</sup> W. Saint-Martin, German Patent 237,250 (1910).
- <sup>17</sup> J. T. Lord, British Patent 402,908 (1937).
- <sup>18</sup> F. R. Sunderman and R. E. Gaut, Canadian Patent 303,644 (1930).
- <sup>19</sup> M. Shoid, U. S. Patent 2,054,006 (1936).
- <sup>20</sup> J. B. Gosch, U. S. Patent 1,963,165 (1934); British Patent 439,962 (1935).
- <sup>21</sup> A. J. Liebmann, U. S. Patent 2,040,661 (1936).
- <sup>22</sup> E. Monti, U. S. Patent 1,108,777 (1905).
- <sup>23</sup> R. Confre, British Patent 340,647 (1928).
- <sup>24</sup> J. Becker, *Chem. Fabrik*, 1929, 49.
- <sup>25</sup> Brabender Elektromaschinen G. m. b. H., German Patent 500,708 (1928).
- <sup>26</sup> A. Jarraud, German Patent 239,300 (1910); British Patent 141,687 (1920).
- <sup>27</sup> C. Henry, British Patent 17,400 (1914).
- <sup>28</sup> W. A. Hirschmann, German Patent 199,265 (1907).
- <sup>29</sup> J. Seltz, U. S. Patents 961,167 (1908); 967,574 (1908); 967,575 (1909).
- <sup>30</sup> J. Mitchell Fain and F. D. Snell, *Ind. Eng. Chem., News Ed.*, 12, 120 (1934).

## Flavored Notes

A query concerning the stability of caramel was received the other day. Caramel is a relatively stable material, for it undergoes little decomposition on long periods of standing in concentrated form.

\* \* \*

Powdered thyme is often used for the flavoring of clam chowder.

\* \* \*

An item recently reported stated that in German ersatz food products, flavoring comprised as much as 10 per cent of the product. We are fortunate that we have no need for such practices.

\* \* \*

It appears from the experiments of E. M. Scott and Eleanor Quint, that rats exhibited no appetite for, nor avoidance of foods flavored with diacetyl, anise, monosodium glutamate, or butyric acid but animals first fed an unflavored diet seemed to avoid foods treated with trimethylamine.

\* \* \*

The importance of proper flavoring and retention of flavoring is well illustrated in two food industries. These industries have not been able to come up to expectation because of lack of palatability in their products. While proper and adequate flavoring is not the sole factor in lack of palatability, it is certainly an important factor.

\* \* \*

It is surprising how many flavor problems can be solved by proper technological consideration.—M.B.J.

## Madagascar Vanilla Bean Crop

Madagascar's 1946 crop of vanilla beans may total more than 500 metric tons. The crop was gathered from May to October.

The quota on exports of vanilla beans has been abolished, and there is no limit to the amount of good-quality vanilla beans exporters may ship to the United States.

Old stocks of exportable quality probably amount to about 200 metric tons. In 1944 about 225 tons were produced, and in 1943 the crop totaled 562 tons.

## Cuban Exports of Honey

The value of Cuban honey and beeswax exports amounted to about \$2,100,000 in 1946, more than twice the value of the 1945 exports. The quantity of honey exported in 1946 was about 13,000,000 pounds, approximately the same as the average for the 5-year period 1935-1939. A large portion went to the United States. As long as sugar is scarce, an active demand is anticipated for Cuban honey.



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# SOAPS

## Bubble Bath Bases

*The quality of a bubble bath preparation depends on its ability to produce a voluminous amount of suds . . . The sudsing power of synthetic foaming agents may be supplemented*

H. A. MOLTENI\*

ALTHOUGH a hot tub, a stiff brush and a cake of sweet-smelling soap were complete accoutrement for grandmother's Saturday night bath, such is not the case with modern members of the fair sex who love to languidly repose to their very chins in the warm, luxurious comfort afforded by a tubful of scented, billowy suds.

To get off on the right foot, however, let the above statement not be misconstrued as a criticism of our modern woman for we truly believe that she's got something there. This fact can also be attested by those husbands who, behind closed doors and purely in the interest of science, have guiltily misappropriated some of their spouse's bubble bath preparation to share in the same luxuriance that keeps her in the tub for hours. Mother has also found that Junior's Saturday night bath is no longer a chore if the detested tub is camouflaged to the brim with pine-scented bubbles. Finally and most conclusively, the fact that sales of bubble bath preparations have shown a steady increase over the past few years is an indication that this new addition to the cosmetic line is more than a seasonal fad.

### SYNTHETICS AS BASES

Various of the new synthetics, rather than soaps, have been unanimously selected by cosmetic technicians as the

basic ingredients for bubble bath preparations because of their increased foaming power, greater stability in hard water, and their ability to disperse heavy metal soaps, thus preventing the formation of an undesirable bath tub "ring." Another advantage, especially in the liquid preparations, is the ability of many of these synthetics to "solubilize" essential oils, thus eliminating the use of alcohol in the formula and at the same time affording a much wider choice of perfumes for use in aqueous solution.

### FOAMING AGENTS

The basic ingredient or foaming agent present in most bubble bath preparations is usually one of the following types:

- (1) Fatty acid-alkylolamine condensate.
- (2) Aryl alkyl polyether.
- (3) Fatty alcohol sulfate.
- (4) Aryl alkyl sulfonate.

Types (1) and (2) lend themselves most adequately towards the liquid preparations due to their usual existence as liquids in the pure state, their ease and extent of solution and their ability to remain viscous when diluted with as much as three to six parts of water. Types (3) and (4) are more suitable for bath powders for these are usually

\* Research Division, E. F. Drew & Co., Inc., Boonton, N. J.

TABLE I  
Sudsing Power at 50°C.—Suds Height (mm.)

	.003 per cent		Distilled Water		.010 per cent		.003 per cent		Hard Water (400 ppm)		.010 per cent	
	30 sec.	15 min.	30 sec.	15 min.	30 sec.	15 min.	30 sec.	15 min.	30 sec.	15 min.	30 sec.	15 min.
Fatty acid-alkylamine condensate	14	11	20	15	40	35	14	10	20	15	40	34
Fatty alcohol sulfate	11	8	17	12	32	25	5	2	8	4	16	9
Aryl alkyl sulfonate	17	13	30	20	41	29	5	2	8	3	15	10
Aryl alkyl polyether	10	8	17	14	30	25	9	6	17	14	29	24

solids in the pure state and can easily be mixed with other dry, active or inactive ingredients.

#### EVALUATING FOAMING POWER

In evaluating a synthetic foaming agent as the active ingredient for a bubble bath preparation, the most important consideration is naturally its foaming power. Here we are interested in the amount of stable suds produced per unit weight, or in a more practical vein, per unit cost of material.

Many methods of evaluating foaming power, some extremely complicated, have been tried in this laboratory for the purpose of arriving at a reliable procedure for testing this property. Our findings have been that a simple shaking procedure in a closed graduate will give results that agree, as well as the more complicated methods, with actual performance. Our sudsing power evaluation technique is described in detail below:

Fifty cc. portions of water of the desired hardness and containing .003 per cent, .005 per cent, and .010 per cent of foaming agent are respectively introduced into 250 cc. graduates. These particular concentrations are chosen as constituting the general range that is eventually employed by the consumer. The graduates are then placed in a constant temperature water bath set at 50 deg. C., a close approximation of the temperature chosen by the average consumer for a hot bath. After ten minutes at 50 deg., the graduates are removed one at a time, stoppered, and manually given 30 vigorous vertical shakes. (It was found that for a given concentration of foaming agent, the suds height increased with an increasing number of vertical shakes up to 20, after which it leveled off to a constant value. By shaking 30 times, results are obtained well on the flat side of the curve and can be reproduced with an average deviation of plus or minus 5 per cent. After standing for 30 seconds, the suds height is measured and the graduate then returned to the water bath. Another measurement is taken 15 minutes later and compared with the first reading to determine the stability of the foam.

Commercial products representing each of the afore-

mentioned classes of synthetic foaming agents were tested for sudsing power in both distilled and hard water (400 ppm) by the above method. The results appear in Table I.

#### RESULTS OF SUDSING TEST

An examination of the figures in Table I show that this simple method for foaming power is quite adequate for observing significant differences in performance. Noteworthy of interest is the fact that the alkylamine-fatty acid condensate and the aryl alkyl polyether show little or no change in hard or distilled water, whereas the sudsing power of the other two types fall off appreciably in hard water. It can also be seen that the stability of the suds produced by all types is of approximately the same order of magnitude.

The sudsing properties of these synthetic foaming agents can be supplemented by builders in the same manner as soap. Information on the best type of builder for any specific type of synthetic foaming agent can usually be obtained from the manufacturer but it has generally been found that the usual phosphates, pyrophosphates, poly-phosphates, etc., and even neutral chlorides and sulfates show advantageous effects on sudsing power. The correct type and amount of builder to use with any specific type of foamer can also be easily determined by simple experimentation involving the above method for foaming power.

#### FOAM COLLAPSE

An ideal basic ingredient for bubble bath preparations must not only produce a voluminous amount of stable suds at the desired temperature but must also be compatible with soap of the usual toilet variety. A bubble bath preparation would not possess much consumer appeal if the suds it produced completely collapsed at the moment the bather reached for the soap and began the scrubbing procedure. This foam collapse is not encountered in soft water with the general types of synthetic foaming agents mentioned in this paper for these are all of the anionic or non-ionic type and as such, the addition of further quan-

TABLE II  
Effect of Soap Addition on Sudsing Power  
Addition of Sodium Oleate to .01 per cent Solutions of Synthetic Foaming Agents  
Suds Height (mm) at 50°C.

Per Cent	Na oleate	Distilled Water			Hard Water (400 ppm)				Hard Water (400 ppm) + .2 per cent TSPP			
		.002	.006	.010	.000	.002	.006	.010	.000	.002	.006	.010
Fatty acid-alkylamine condensate	39	43	70	81	40	36	29	18	48	80	60	51
Fatty alcohol sulfate	32	30	50	80	16	5	1	0	42	34	23	20
Alkyl aryl sulfonate	41	35	50	60	16	10	8	5	54	15	9	6
Alkyl aryl polyether	32	42	60	95	31	30	20	14	45	51	30	25

ties of anionic soap produces an additive effect on the sudsing power. This supplementation of sudsing power is not so fortuitously encountered in hard water, however, where the opposite effect is noted. The addition of increasing quantities of soap to a constant concentration of foaming agent in water of 400 ppm hardness produces proportional decreases in sudsing power.

#### EFFECT OF SOAP ADDITION

The effect of soap addition to these synthetic foaming agents in hard and soft water is shown by the figures in Table II. Supplementation of the fatty acid-alkylamine condensate and the aryl alkyl polyether by soap in soft water produces progressive increases in foaming power. These observed increases are unexplainably far in excess of that to be expected from a mathematical additive effect, for the soap (sodium oleate) employed in these tests showed a suds height of only 14 mm. at 0.01 per cent concentration in distilled water and no suds at the same concentration in hard water (400 ppm). Although similar supplementation of the remaining two types in soft water produces a slight decrease in sudsing power at low soap concentration, the effect at the higher concentrations is again a progressive one.

Soap additions to solutions of these foaming agents in hard water show progressive decreases in sudsing power. The figures in Table II show that this effect is more damaging to the fatty alcohol sulfate and the aryl alkyl sulfonate than to the other two types. The failure of these two anionic types to retain their sudsing power in hard water containing no added soap can probably be explained by the poor sudsing qualities of their heavy metal salts. Their failure in hard water containing soap could be a combination of the above effect with poor ability to disperse the heavy metal soaps.

The sudsing power of most synthetic foaming agents in hard water can be restored by the use of water softening agents such as tetrasodium pyrophosphate. This effect is demonstrated by the last series of figures in Table II where soap additions were made to solutions of the foaming agents in hard water containing 0.2 per cent tetrasodium pyrophosphate. Although the addition of the pyrophosphate to hard water does not enhance the sudsing power of the aryl alkyl sulfonate upon the additions of soap, the others, and in particular the fatty acid-alkylamine condensate, show remarkable improvements over that obtained under the same conditions but in the absence of the pyrophosphate. It can also be seen that in the absence of soap, all types show higher sudsing power in hard water containing phosphate than in distilled water alone. This fact also suggests that the heavy metal soaps are the disturbing influence.

It has been our experience in evaluation studies on synthetic foaming agents that the various types, and even specific members of the same general type, react differently to the addition of these builders. If, therefore, a manufacturer decides on a specific synthetic foaming agent as his basic ingredient for a bubble bath preparation, it is recommended that a complete survey be made to determine the relative effects of various builders and neutral salts on the sudsing power of his material. In this manner he may find that the use of inexpensive inorganic salts will not only cut manufacturing costs but at the same time produce a superior product with enhanced foaming power and soap stability.



Modern members of the fair sex love to repose in the comfort of a tubful of scented billowy suds

Perfuming a bubble bath powder offers no difficulties and can be performed by any of the usual methods well known to the trade. In perfuming a liquid preparation made from liquid synthetic bases such as the fatty acid-alkylamine condensate or aryl alkyl polyether types, we might offer the suggestion that the essential oil or essence be first dissolved in the base before dilution with water to avoid the cloudiness that usually occurs if these are added to the diluted base. It is surprising to note how many oil soluble perfumes can be "solubilized" by these bases to yield what apparently are clear, brilliant, aqueous solutions.

To summarize, we can repeat that the quality of a bubble bath preparation depends quite naturally on its ability to produce a voluminous amount of suds. The sudsing power of the synthetic foaming agents can be supplemented by the addition of various soap builders or neutral salts which at the same time aid in counteracting the deleterious effects of hard water and soap. Finally, it has been suggested that, in formulating a bubble bath preparation, considerable time and effort be given to determine the effect of various additives on the sudsing power of the proposed basic ingredient in hard and soft water as well as in the presence of soap.

#### Fats and Oils Import Schedule Set

The U. S. Department of Agriculture has announced that the United States expects to schedule for import approximately 240 million pounds of fats and oils, and to schedule for export approximately 138 million pounds of the same, during the first quarter of 1947. This is the first time since 1942 that the United States will be on a net import rather than a net export basis. It is expected that recommendations for subsequent quarters will be given before the end of March.

# NEW Cream Shampoos

*The author lists ingredients, formulas and synthetic detergents which*

**MAISON G. DeNAVARRE** *have a place in cream shampoos*

**C**REAM shampoos are a misnomer in the strict sense of the word. They are really *paste* shampoos. Most of the *paste* shampoos are opaque although one is being spot tested in a large mid-western city that is translucent, much like an amber petrolatum.

The *solid* cream shampoos usually contain several times as much "total solids" as do the *liquid* cream shampoos. The solid ones usually contain 30 per cent or more "total solids," while an analysis of a number of liquid cream shampoos shows they contain from about 6 per cent on up, of solid matter at 105 deg. C.

The basic ingredient of most cream shampoos is a sodium alkyl sulfate, also referred to as sodium coconut alcohol sulfate and best known as either Dupanol WA Paste or Orvus Paste, hereafter referred to as *alkyl sulfate*. The outstanding property of the alkyl sulfate paste is its ability to give scads of lather. Indeed, if it were not for the fact that the paste, as sold commercially, turns to an amber syrupy liquid around 75 deg. F, the alkyl sulfate paste *as is* would be an excellent cream shampoo by itself. In spite of this liability, one of the first, if not the first, cream shampoos, sold on the market was nothing more than alkyl sulfate paste, colored yellow, and perfumed. To break up the salve-like consistency of the paste, or as a result of coloring and perfuming, the mass foamed up quite a bit setting to a sponge-like consistency, which was creamy in texture. This set the pattern for all other cream shampoos, almost ten years ago.

The leading cream shampoos of the present day are foamed up to give a soft or "fluffy" consistency, although one of these in its latest version is *not* "fluffy."

## BASIC INGREDIENTS

It has already been mentioned that alkyl sulfate (either Dupanol WA Paste or Orvus Paste) forms the basis of most cream shampoos. Other agents that are used or can be used are in part the following:

Intramines,  
Tergitol 4 Paste, 7,  
Nacconol NR, NRSE, FSNO,  
Sulframmin DH and DT paste  
NOPCO FZP,  
Arctic Syntex T Paste,  
Mirapon RK Conc.,  
Emcols 3180, 3177

Detergent 1011  
Santomerse S, #3,  
Igepon T Paste,  
Mayapons,  
MP 189,  
Alrosol,  
Triton X-200,  
Victor 58 B Paste

Most, if not all of these synthetic detergents and foaming agents have been tested in our laboratory. A few are liquids, the others are pastes of varying colors and consistencies. They have different effects as shampoos. Some lather a lot, others less; some produce a fine sheen on the hair others do

not; some leave the hair very manageable; they are all good detergents insofar as scalp and hair are concerned.

In addition to the foaming agents, and particularly so in using alkyl sulfate paste, other ingredients known as opacifiers or thickeners have to be used.

## OPACIFIERS OR THICKENERS

The purpose of the opacifier is to keep the cream shampoo opaque at all temperatures up to at least 110 deg. F. Several problems develop here at once. The strong concentration of the synthetic detergent has a solvent action on many ingredients. Other ingredients will not maintain the consistency of a cream-like paste while keeping the product opaque. Most opacifiers detract from the foaming properties. Among the opacifiers used in this laboratory are the following:

Stearic Acid  
Polyol stearates  
Tegacid Special  
Base 93  
Spermaceti  
Emcols LI & ML  
Spans  
Hard soap (roda type)  
Paraffin  
Veegum  
Alropon 30  
Igepon T Paste  
Cetyl Alcohol  
Stenol  
Arctic Syntex T Paste  
Titanium dioxide  
Lanolin  
Sorbide Distearate  
G-1164  
G-625

Thickening is encountered when mixing certain synthetic detergents such as with alkyl sulfate and fatty acid amid sulfates of the Advawet or Ninol types, which lose their thickening properties when either a mono or polyhydric alcohol is added.

In commerce, the commonest opacifiers and thickeners are usually the simplest ones. In addition, thickeners are to be used in the lowest possible quantities since most of

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them interfere with the foaming properties to a considerable extent. It takes very little lanolin to knock out the foam from most synthetic detergents; for example, as little as 1/2 per cent reduces the foam as much as 50 per cent.

#### DILUENTS

The diluents are inexpensive ingredients, by comparison which are used to lower the cost of the composition, at the same time not interfere with the consistency, foam or heat stability. Probably the commonest one is Veegum, a colloidal magnesium aluminum silicate gel. Bentonite can also be used, but its high color will require the use of titanium dioxide.

Gum mucilages of the type of Methocel, carboxy methyl cellulose, Cellosize, Krim Ko Gel, Kelgin and other alginates, tragacanth and other natural gums, can all be used, but they have to be used with care or the product becomes a stiff gel or a stringy salve.

#### HAIR CONDITIONERS

As hair conditioners, there are a number of ingredients that can be used. Harris (American Perfumer, November 1946) gave quite a group of these consisting of:

- Ocenol
- Carbowaxes and their stearates
- G-1441 series
- Lecithin
- Lanolin
- Glyceryl ricinoleate
- Polyol laurates
- Polyol oleates and stearates

This list needs but few additions. Thus Stenol, Ninols,

cetyl alcohol, Alropon and Emcol P-30 should be included.

It was mentioned earlier, that most of these ingredients, lanolin in particular, tend to reduce foaming properties; hence so-called *conditioners* must be used with caution.

#### OTHER INGREDIENTS

Under this heading come the foam builders primarily. Harris found the following increasing order of *anion* activity; chloride, sulfate, phosphate; *cations* increase in this order—sodium, calcium, and aluminum. Thus aluminum phosphate would be the logical ingredient except that most types of commercially available aluminum phosphate are insoluble in water.

The commonest builders are the pyrophosphates and ordinary sodium chloride. Occasionally magnesium sulfate is used.

Since most cream shampoos are of an acid pH, perfume should be chosen accordingly. Closures must be used with this thought in mind too. Preservatives are required if gums or mayapons are used.

#### MANUFACTURING METHODS

The simplest method is the best. Melt the ingredients together, stir cautiously or the product becomes aerated, tint perfume and pour while fluid. If ingredients are used that require hydrating such as bentonite or the gums, they should be prepared in advance. Some basic materials do not melt; they simply soften. When heating, avoid scorching or discoloration, or bad odours and aeration result.

If pigments are used, the resulting product should be colloid milled for uniformity. If a "fluff" is desired, aerate during mixing and stabilize foam by colloid milling, pack-

TABLE I

	1	2	3	4	5	6	7	8	9	10	11	12
Orvus paste	—	—	—	—	—	—	36.6	—	—	—	—	—
Emcol 3177	—	—	—	—	—	—	—	75	—	—	—	—
Emcol LI	—	—	—	—	—	—	—	2	—	—	—	—
Cetyl alcohol	—	—	—	—	—	—	—	2	—	—	—	—
Emcol 3180	—	—	—	—	—	—	—	—	60	—	—	—
25 per cent salt solution	—	—	—	—	—	—	—	—	34	—	—	—
Emcol ML	—	—	—	—	—	—	—	—	6	—	—	—
DuPanol WA paste	—	—	—	—	—	—	—	—	—	—	—	—
Alropon	70	12.86	25	—	—	—	—	—	—	—	—	—
Veegum	—	21	59	—	—	—	42.8	—	—	—	—	—
Detergent 1011	—	—	—	—	—	—	—	—	—	—	—	—
Sod. alginate	—	—	—	—	—	—	—	—	—	—	—	0.5
Lanolin	—	—	—	—	1	—	—	—	—	1	—	—
Tegin	—	—	—	—	—	—	0.75	—	—	—	—	—
Stearic acid	—	—	—	50	—	—	18.3	—	—	—	—	—
Titanium dioxide	—	—	—	—	—	—	—	—	—	—	—	0.4
Triethanolamine	—	0.14	0.4	20	—	—	1.55	—	—	—	—	—
Tergitol 7	—	—	—	—	—	33.3	—	—	—	—	2.5	60
Nacconol NRSF	—	—	—	—	—	16.6	—	—	—	—	8.4	30
Bentonite	—	—	—	—	—	7.4	—	—	—	—	1.6	—
Cellosize WS 100	—	—	—	—	—	5.7	—	—	—	—	—	5
40 per cent liquid soap	—	—	—	—	25	—	—	—	—	35	—	—
Milkifier I	—	—	—	—	10	—	—	—	—	10	—	—
Mirapon RK conc.	—	—	—	100	—	—	—	—	—	—	—	—
Coconut fatty acids	—	2	5.6	50	—	—	—	—	—	—	—	—
Albasol	—	—	—	25	—	—	—	—	—	—	—	—
Glycerin	—	—	—	25	—	—	—	—	—	—	—	—
Potassium hydroxide	—	—	—	20	—	—	—	—	—	—	—	—
DuPanol WA paste	—	17	10	—	—	—	—	—	—	—	—	—
Calgon	8	—	—	—	—	—	—	—	—	—	—	—
Tetrasol	15	—	—	—	—	—	—	—	—	—	—	—
Water	107	47	—	210	64	37	—	21	—	54	65	4.5
	Solid	Liquid	Solid	Solid	Liquid	Soft Cream	Solid	Liquid	Solid	Liquid	Liquid	Soft Cream



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ing while warm and chilling as rapidly as possible. Maximum consistency develops in 24-48 hours at temperatures around 70 deg. F.

#### GENERAL FORMULA

It is impossible to give a general formula for cream shampoo either of the liquid or solid type, because the formula will vary greatly, depending on the ingredients used. However, a basic formula using alkyl sulfate is suggested for a solid product.

Alkyl sulfate	50 per cent upwards
Thickener or	
Opacifier	5 " " "
Diluent	25 " " "
Conditioner	1 1/2 " " "
Water, Perfume & color	qs

For a liquid cream shampoo, increase water content. Additional to this, numerous formulas have been suggested by suppliers. Some have been tried at this laboratory and found quite satisfactory as to foam and stability. The formulas appear in Table I.

*NOTE: Very few of the synthetic detergents have been tested for skin safety. To be sure, you should make your own tests. Long usage of several indicates their safety in spite of the absence of skin tests. Check with the supplier in each case.*

#### APOLOGY

The author apologizes for using trade names in this article. Not to do so would have terribly complicated things. To do so, gives some suppliers an advantage over others. This has been avoided in the past 15 years of writing. Yet a cross section of the industry polled at different times during the past two years discloses that most people want trade names used to be able to follow up experiments exactly.

So there it is. Right or wrong the use of trade names will be criticized, even as I have criticized their use. Yet there is ample precedent for using trade names in the publications of the American Chemical Society.

The author is sorry he is unable to list all the possible synthetic detergents that have a place in cream shampoos; he has not been able to test them all. Suggestions offered imply no warranty nor are they intended to infringe on any patents pending or existing.

#### Potash Soap Assn. Moves to Washington

The Potash Soap Association has moved its headquarters to 723 Fifteenth Street, N.W., Washington, D. C. Telephone: National 1005. It was formerly located in the Hotel St. George, Brooklyn, N. Y.

#### Frederic Vieweg

Frederic Vieweg, director of the American Potash & Chemical Corp., who recently resigned as president, died in St. Vincent's Hospital, Los Angeles, Calif., on March 3, following a long illness. Mr. Vieweg was fifty-nine years of age at the time of his death.

#### Robert Healy, Prize-Winner

Sporting history was made, and a record set for the Silver Sailfish Derby of West Palm Beach, Fla., when Theodore Bates, Robert Healy, vice-president and advertising



Shown above are Robert E. Healy, his 7 foot 11 1/2 inch sailfish, and Skipper Frank Ardine

head of Cogate - Palmolive - Peet Co., Jersey City, N. J., and Cedric Seaman, set out for a friendly fishing joust in Florida's waters. They used the same boat, the "Sail Ahoy" for three days in succession, and for three days the boat had the honor of bringing in the biggest catch of the day. The three anglers had succeeded in placing Captain Frank Ardine, skipper of the "Sail Ahoy" at the pinnacle for three succeeding

days, a feat never before achieved in the history of the Derby.

A policy of expediency is  
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#### Philippine Copra Output

Copra shipments from the Philippines in the first eleven months of 1946 amounted to 510,000 long tons, according to preliminary data. The monthly volume of shipments recently exceeded all previous records in the Philippine copra trade. On Dec. 6, 1946, price restrictions were abandoned when the Commodity Credit Corp. announced its agreement to the Philippine proposal for termination of its contract for exclusive purchase of exportable copra. Several weeks earlier the market had risen sharply, anticipating the end of copra price control.

Production of copra probably will decline in early 1947, but it is expected to equal the pre-war rate with a total output for the year of 750,000 long tons. The quantity available for exportation may be about 650,000 tons, allowing 100,000 tons to be processed by Philippine crushers. Small quantities of crude coconut oil will be available for exportation during 1947.

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# WASHINGTON PANORAMA

by ARNOLD KRUCKMAN

THE modification of the trade agreements program promulgated by the President's Executive Order provides for every future agreement: "That if, as a result of unforeseen developments . . . any article in the trade agreement . . . is being imported in such increased quantities and under such conditions as to threaten serious injury to domestic producers of like and similar articles, the United States shall be free to withdraw the concessions, in whole or in part, or to modify, to the extent and for such time as may be necessary to prevent such injuries."

#### U. S. TARIFF COMMISSION SET-UP

The United States Tariff Commission is empowered to make necessary investigations, either on its own initiative, or upon application of any interested party, or upon the request of the President. When the Tariff Commission finds there is an actual or potential injury it must recommend to the President whatever action it thinks is consistent. The Tariff Commission is empowered to hold hearings. At least once a year it must submit to the President and to the Congress a factual report on the operation of the trade agreement's program.

The new order creates an interdepartmental committee through which the President will seek information and advice before approving the trade agreement. The new committee for the first time is widely representative of various phases of the national life as reflected by several government agencies. The Secretary of State appoints the chairman. Other agencies represented on the committee are the Tariff Commission, The Treasury, The War Department, The Navy, Agriculture, Commerce, and the Secretary of Labor. This is the first time that the Department of Labor has been included in the trade agreements negotiations.

The order also requires that the Tariff Commission shall analyze the production, trade, and consumption of a commodity or of an article, such as, for instance, essential oils, and other materials used in the production of perfumes, toiletries, cosmetics, and flavoring materials. It's the business of the Tariff Commission to submit its findings to the interdepartmental committee. These digests, are to be published by the Tariff Commission.

It will be the business of the Department of Commerce to make an analysis of facts relating to production, trade and consumption; and to report upon the probable effect of

obtaining a concession as well as to report on the competitive factors involved. The digests are given to the interdepartmental committee and are published.

The Department of Commerce is required to make a very comprehensive study of all facts relating to production, trade, and consumption of export articles, and the effect of obtaining concessions in the light of competitive factors involved. If a recommendation to the President about the inclusion of a concession in any trade agreement is not unanimous, the dissenting members of the interdepartmental committee must give a full report stating the reasons for their dissent and specifying the point beyond which they consider any reduction or concession can not be made without injury to our economy.

The new executive order also requires the inclusion of the most favored nations' clauses when their bestowal is considered consistent. The committee likewise must tell the President when the United States should withdraw concessions because another nation has refused to grant concessions to the United States which have been granted to other nations.

#### TRADE AGREEMENTS ACT

It does not seem to be generally understood among the business men of the nation that the results of negotiation under the Trade Agreements Acts do not have to be submitted by the President to the Congress for approval. Under the Constitution, the President may only make treaties by and with the consent of the Congress as expressed by the Senate. The Trade Agreements Act is actually a method of treaty making. However, when the act was passed and amended in 1930 and 1934 the President was freed of any obligation to follow the constitutional requirement. The authority was bestowed enabling him to negotiate and to conclude the trade agreements without further references to Congress. There is at present no action to change this situation.

#### LATIN-AMERICAN TRADE RELATIONS

Thomas D. O'Keefe and George Wythe, of the Office of International Trade, Department of Commerce, are making a ten-weeks' tour of Latin America to obtain data on problems affecting trade relations with the United States. They will study sources of material for the perfume, cosmetics, toiletries, and flavor industries, as well as the prod-

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ucts marketed in Latin America. They will visit Mexico, Colombia, Ecuador, Peru, Bolivia, Chile, Argentina, Paraguay, Uruguay, Brazil, Venezuela, The Dominican Republic, and Cuba.

The British Token Import Plan has been suspended. The plan, initiated last August, permitted traders to export 20 per cent by value of their annual exports to Britain during 1937, 1938, and 1939. It is charged some traders overestimated the amount of their exports on the base period. It is hoped a more satisfactory method can be put into effect. The Department of Commerce invites those engaged in importing and exporting to send for a book, "Guides for a New World Traders."

The proposed charter for an International Trade Organization will be discussed under the supervision of State Department officials in the Capital, New York, Chicago, Boston, New Orleans, Denver, and San Francisco, in preparation for the April meeting of the Committee on Trade and Employment, created by the United Nations.

Sugar allocation for the second quarter, April 1, to June 30, 1947, has been fixed at a million seven hundred and forty thousand short tons, raw value. Sugar users may apply for their second quarter ration any time after March 10th. Industrial users have had their rations increased from 60 per cent to 75 per cent of the base, plus hardship adjustments. It is suggested by Senator Robertson that the rationing program should be shifted from OPA to the Agriculture Department, and that the controls continue until October 15. Congress wishes to give discretionary powers to the Secretary of Agriculture to end controls over sugar if the outlook in the last quarter justifies it on December 31. The historical use basis for rationing sugar which threatened to wipe out the entire sugar control system has been given further life by a stay of judgment extended by the United States Court of Appeals of the District of Columbia. It is forecast that the government will ask the Supreme Court to review the decision of the lower court.

Excise taxes were extended indefinitely when the Senate and the House agreed on the final bill. The plan is to eliminate the excise on furs; otherwise all present excises including perfumes, toiletries, and cosmetics will continue in force indefinitely. From the Department of Commerce comes the word that an important product of the war is a flash-preventive cream, developed originally to prevent or reduce the effects of exposure of the human skin to flashes from ammunition. It has found practical postwar use in foundries, rolling mills, smelting plants, and glass works, where the employees are exposed to high temperatures.

The report states sales of skin creams have been unprecedented in volume. In 1938 sales amounted to forty-four million dollars; last year the sales are estimated to be over one hundred million dollars. Of the total, produced, 11.3 million pounds were sold under the manufacturer's own brand. Other concerns, 473 firms, together packaged 86.3 million marketable units.

There is much controversy, according to the Department of Commerce over hormone and vitaminized cream. The Food and Drug Administration ruled that claims for vitaminized creams may not go beyond those creams containing no vitamins. Sales of hormone creams is forbidden in some places by local health ordinances. The report lays stress on novel packaging, now less costly, lighter in weight and unbreakable, made of plastics. The report predicts as

an overall estimate the sale of cosmetic creams will reach an all-time high this year.

Also from the Department of Commerce, Office of Technical Services, comes the statement that the original formula for hundreds of Germany's best face creams, soaps, hair tonics, shampoos and many other cosmetic products, may be obtained from the OTS in the Department of Commerce. Special attention is focused on German synthetic waxes, oils, emulsifiers and aromatics. The synthetic glyco waxes and cholesterol, extracted from wool fat, are considered superior to natural products. Cholesterol forms the base of Nivea vanishing cream. The two most popular German perfumes, Mimikri and Mystique, are made of natural oils used in conjunction with aromatic synthetics. The manufacturers of hair preparation, tooth paste and soap, have developed compact apparatus which result in faster production and economies of space and labor. The OTS Report, Technical Industrial and Intelligence Division, was prepared by Dr. Stephen A. Karas, Polish-American consulting chemist, formerly with Helena Rubinstein, Inc.

#### NEW TALC DEPOSITS

From Esmeralda County, Nevada, the Geological Survey brings word of new discoveries of talc deposits. The material is reported to lie East and West of the Reed Mine, opened in 1928. It is classed as white, and is used in the manufacture of cosmetics.

Congressman Robsion has introduced HR 2083 to codify and make a new and comprehensive law for copyrights. It includes registration of prints and labels, and would take from the patent office jurisdiction over prints and labels, pending or unexpired at the close of business June 30, 1940. The registry fee would be six dollars.

WAA recently offered for sale two million, five hundred thousand cans of antiseptic foot powder. It is packed in shaker top cans. It is being sold at seven cents per can to wholesalers and 8.4 cents per can for retailers. It may be had at WAA centers at Atlanta, Binghamton, Cincinnati, Louisville, St. Louis, San Diego, San Francisco, and Lathrop, Calif. At Richmond, Virginia, WAA has about sixty-five thousand dollars' worth of shampoo, hair tonic, shaving cream, and talcum powder.

Cosmetic makers, according to government reports, are rolling their wares off production lines at such a pace that retail executives are scared. They fear there will be more merchandise than they can handle economically. The first crop of second-growth cork in commercial quantities has recently been harvested. Government reports show during the past six years more than ten tons of virgin cork have been removed from five hundred cork trees. Most of these trees are in California. Some cork is taken from Arizona and some from trees in the South. The National Farm Chemurgic Council recently distributed eleven thousand cork oak acorns for planting in the South.

Monsanto Chemical Co., which had a four-month strike in three key plants, recently sent out a report by Chairman Edgar M. Queeny in which stockholders were told that sales and earnings were the best in the history of the company. Government sources here stressed no alcohol shortage is in prospect, even though the industry is shifting from molasses to corn as a raw material. It is anticipated, however, that prices will rise, due to the uncertainty whether most production will be from the base of grain or molasses.

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## IMPROVING PRODUCTION

**I**T WAS felt by many, and undoubtedly justly so, that directly after the close of the war there would be available many new plastic items, long looked for, which wartime technique had introduced and developed. Many such packaging materials were developed particularly for war items and their commercial use could be definitely anticipated.

### A WORD ON PACKAGING

We have been looking for some of these new packaging materials and looking for them in quantity use, but we find that they are not available even today. It was felt that there would be vast quantities of cellulose, phenol and formaldehyde and other chemicals available for huge production of packages in plastics. It was also felt that the tremendous quantity of styrene used for Buna S, would become immediately available after the war for important polystyrene plastic packages. It is not at all odd that it has been disappointing to many people that this quick transition did not materialize.

We need only look at cellophane or cellulose acetate sheeting, which was used so generously before the war on all types of packaged items, to appreciate the meaning of "a real shortage." Of course during the war substitute materials had to be found for cellophane as their base was so essential for more important war products. Now that the war is over, the same shortages seem to exist, and this is true not only of plastic materials, cellulose sheeting, etc., it seems to follow right on through, for most packaging materials and, as a matter of fact, to every item used in industry today. That immediate availability which had been anticipated and to which we had been looking forward so anxiously, has not as yet developed. Undoubtedly this is going to be a slow process of build up, based on new and increased production facilities, plus the all important factor; increased production for each man hour.

There are a number of companies which are actively engaged in additional research work on transparent packages, all made of plastics and their derivatives. We need only to look at some of the products produced by the Cellulastic Corp., of Newark, N. J., and Lusteroid Container Co., Maplewood, N. J., to appreciate that they are marching ahead in their efforts to bring out new items of interest to the perfume and cosmetic industry.

When items do again become available, we will find it is through improved methods of production and even in spite of higher cost of labor, that they will be lower in price than heretofore, permitting their broader use and general application to products for which they are now not economical. This holds true not only for this line of merchandise but for most every item we manufacture in this country.

### CANNERS CONVENTION

The 1947 Canners Convention was held at Atlantic City recently, and it proved to be a most interesting show. Many new developments were on display, some of course only applicable to the handling or processing of food products. Some machines, however, were definitely of interest to those in the Perfuming and Essential Oil industry. Some of these new developments will be discussed in later issues.

One very odd thing that happened to me during my travels and examination of the displayed machinery, was a little card handed to me by someone, I just can't remember who, which read as follows.

"Why be difficult, when with *JUST* a little more effort, you can be impossible."

Now can you imagine anyone having an idea that I could make myself impossible.

### A SAFETY MEASURE

Safety Research Institute Inc., New York, N. Y., has been bringing to the front some very helpful hints to which management should pay careful attention, for they are important in preventing injury, illness or even the death of employees. It has recently stressed the point that in most plants, regular solvent operations are kept safe through proper ventilating systems and other controls. However, even in "safe" plants, employees may take it upon themselves to employ solvents for improper purposes, thus opening the way for fire or illness.

Control of solvent distribution within the plant can help to prevent unauthorized use of solvents. Such use, or rather misuse, of solvents is not only wasteful but sometimes results in serious accidents which give rise to unwarranted fears of properly regulated solvent-using operations.

One fairly widespread example of unauthorized em-



**BUSINESS DICTATOR...**

WHEN she speaks, no one "heils." But when she buys, business executives sit up and take notice. For she is Madam Consumer, and success or failure depends upon the dictates of her preference. Very often, the basis of her *continuing* brand-preference is the superior taste or scent-appeal of the product.

Little wonder many firms find that a simple improvement in the odor or flavor of a product works pure sales-magic. As one of the world's

great suppliers of Essential Oils, Perfume Oils and Concentrated Flavors, MAGNUS, MABEE, & REYNARD, INC. has cooperated with many manufacturers in the establishment of completely individualized flavor or odor personality for products old and new.

The facilities of our laboratories and more than 50 years of specialized experience are available to you without obligation.



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ployment of solvents is their use for cleaning hands or clothing at the end of the work day. When brought into frequent direct contact with the skin in this way, most solvents will cause drying, cracking, and infection. Improper handling of solvents in this manner may also result in inhalation of unsafe quantities of solvent vapor and, in addition, may create a fire hazard.

An unfortunate misuse of solvent occurred in one plant when an overly conscientious workman decided to clean the greasy floor around his work bench. For this purpose he employed a solvent which seemed to be doing an excellent job in a nearby degreasing machine. He did not realize, however, that the engineering apparatus which controlled the solvent vapor in the degreaser was not designed to provide protection for operations like his self-elected floor cleaning job. He spent several days at home recuperating from solvent vapor illness.

Taking solvents home for household use has also been the cause of a number of accidents. In one instance, an employee took a large quantity which his wife used to clean a rug. Having no experience with or knowledge of the proper use of solvents, the housewife cleaned the entire carpet with the solvent, without opening any windows. The inhalation of concentrated solvent vapor resulted in her death several days later.

In other cases, flammable solvents have been taken home to do dry cleaning. Fire safety procedures, which are taken for granted in plant, are often ignored in the home, with occasionally disastrous results.

Elimination of unauthorized solvent use is thus important to both management and employee, and should be a permanent part of the safety program.

#### THE VALUE OF RESEARCH

In 1844 Henry L. Ellsworth, then U. S. Commissioner of Patents, said "The advancement of the arts from year to year, taxes our credulity and seems to prestage the arrival of that period when improvements must end." Just think, this remark was made before the coming of electricity, the airplane, the motor car, the telephone, the radio, motion pictures and a host of other developments which have been brought forth since that time. As a matter of fact, at the time of Commissioner Ellsworth's statement, Elias Howe was working on a sewing machine and

Charles Goodyear had just made the great discovery of vulcanizing rubber.

#### NEW WHEEL FOR MATERIAL HANDLING

Materials can more easily be handled and heavier loads can be transported on the new "Aerol" wheel. This "Aerol" wheel is made of an aluminum alloy material. Double wall construction with cured on Firestone Buna rubber tires and Timken tapered roller bearings. They also are unique in having a formed aluminum interlocking retainer which keeps dirt and foreign matter from getting into the bearings. The "Aerol" wheel is being handled by Glynne Morris Co. A statement by Mr. Morris is that the bearings are greased at the factory and do not require any maintenance. The wheels are made in all sizes from 4" to 20", are 30 to 50 per cent lighter than iron or steel wheels and with the flush sides, have a very attractive appearance.

The "Aerol" aluminum alloy casters are designed and engineered to give maximum performances through precision construction which assures sensitive swivel action under recommended loads. This light, strong, aluminum alloy increases efficiency by cutting down dead weight without sacrificing strength requirements. Both the thrust and king pin bearings are Timken tapered roller bearings which are greased at the factory and do not require any lubrication under normal conditions. The king pins are heavy duty and shake proof and elastic stopnuts are used instead of cotter pins.

The "Aerol" all aluminum hand truck, which has a capacity of 2500 pounds, is 60" long and weighs approximately 85 pounds, which weight is probably 50 pounds less than trucks of comparable size.

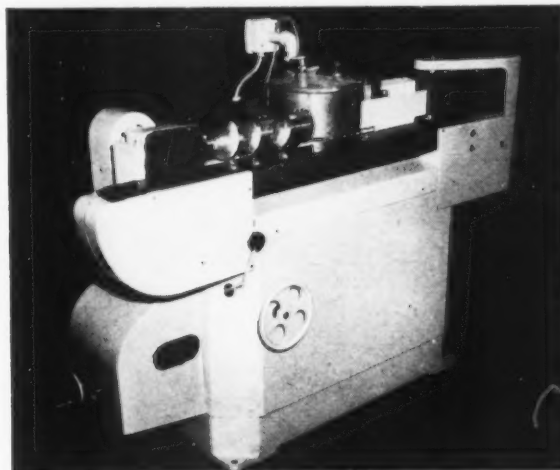
The company has also developed an aluminum platform truck which comes in three sizes and as an indication of what can be done with aluminum in contrast to steel, the weight of the 36" x 72" bed is only 60 pounds.

#### HIGH SPEED NO GLUE BOTTLE LABELER

A new labeler introduced by the New Jersey Machine Corp. is a non stop screw feed machine capable of labeling bottles at a speed of 300 per minute. The high speed "Lable-Dri" Model 160 operates without cams and without glue or using glue mechanisms. All of this may sound rather peculiar to one who is acquainted with the usual



The "Aerol" wheel is made of aluminum alloy material



The high speed labeling machine operates without glue

type of labeling machine. An explanation of the basis of operation for this unit is: That the gluing is eliminated and in its stead, there is substituted a pre-coated label. The label is pre-coated with a thermo-plastic which may be activated by heat causing the label to adhere to a bottle.

This new innovation, the "Label-Dri" Model 160, is so arranged that the labels are fed automatically from a hopper by a vacuum feeder. They are transferred to a pre-heated rotating cylinder, by a jet of air, to the bottle itself. The thermo-plastic adheres to the bottle and then as the bottle advances further along its line, the label is pressed tightly to the bottle surface.

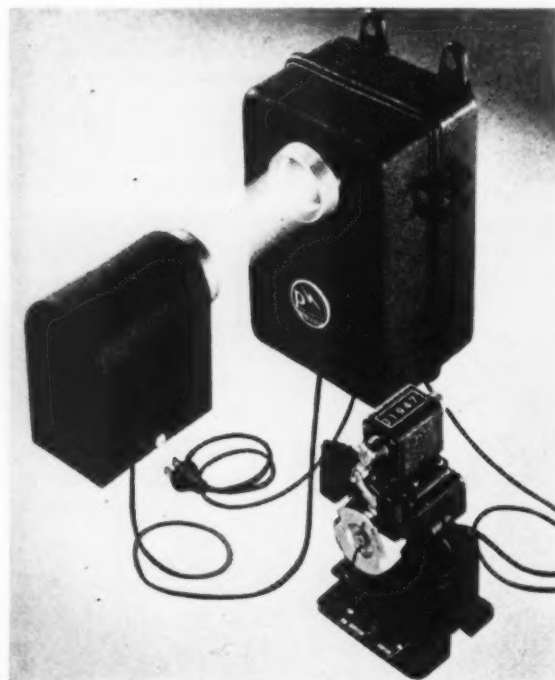
Development of this machine started some years ago with the first "Pony Label Dri," a semi-automatic machine also employing a principle of a pre-coated label, but being hand fed the capacity of the machine was limited to the speed of the operator feeding bottles to the machine.

In this new unit, where no cams are employed, and where the machine is of continuous motion, high speeds are obtainable and thereby economical production is obtained.

#### NEW MEANS FOR ELECTRICAL COUNTING OF OBJECTS

Photoswitch Photoelectric Counter Type P1 provides the accurate answer to all counting problems it is claimed. It makes available to industry for the first time a completely packaged, easily installed, general purpose photoelectric counter at low cost. It consists of a photoelectric control, light source, and electric counter. The only equipment which needs to be located at the point-of-count is the control and the light source. One or more electric counters (containing the counter face and reset knob) may be placed at any convenient location and wired to the control. Remote control is thus easily obtained.

Photoswitch Counter Type P1 features the last word in ease and simplicity of installation. No wiring is necessary.



A completely packaged, easily installed photoelectric counter

The control has a line cord with a male plug connection which fits any standard lighting outlet. This supplies the power for the light source and electric counter, which in turn has cables and plugs for plug-in connection to the control. The entire combination of equipment, therefore, can be quickly installed without the help of an electrician.

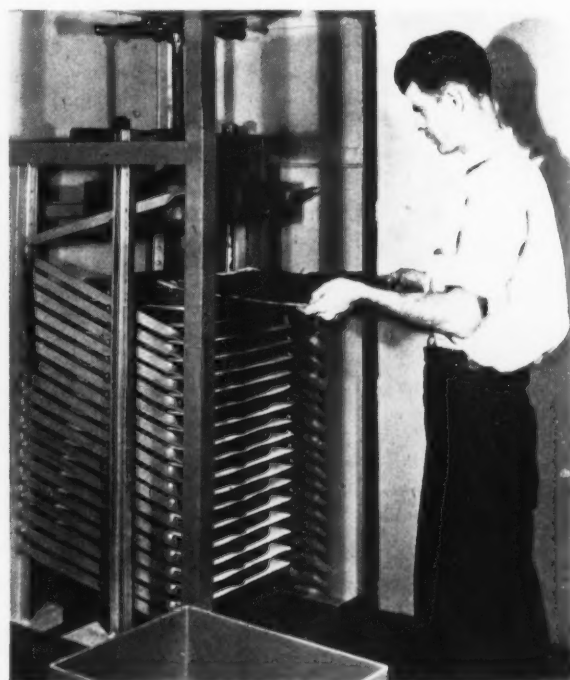
Photoswitch Photoelectric Counter Type P1 is recommended for counting on loading chutes and conveyors, for remote counting, for high speed counting in can and box manufacturing, for counting small objects, freshly painted and hot objects, for counting textile piece goods and leather goods, for counting glass tubes and bottles, for selective counting by height or length, and for counting the output of punch presses and screw machines.

#### NEW TYPE FILTER PRESS

A new vertical stack filter press of cast iron construction that combines plate and frame in one casting to permit easy removal of cakes has been developed by the Youngstown Miller Co., subsidiary of Walter Kidde & Co., Inc.

The unique combination of plate and frame enables quick and easy cleaning and removal of cakes through an individual latching arrangement of each frame. Starting with the top frame, each section is individually latched in an elevated position to permit the filter paper and cake to be pulled forward out of the press. The cake is quickly removed and the filter paper replaced. Frames are then re-lowered into position and tightened by a hand screw, forming a tight press. The filtering area is 31 square feet with two cubic feet of cake space.

The new press is suitable for the filtration of many liquids including alkyd resins, solvents, paint, varnish, molasses, honey, fruit syrups, soaps, liquid shampoos, shaving lotions, fish, linseed, castor and essential oils and cutting oils and coolants.



The new filter press combines plate and frame in one casting

# NEW PRODUCTS AND PROCESSES

## Fire Extinguisher

Greatly increased fire-stopping power is one of the advantages claimed for the new Ansul-Dugas chemical fire extinguishers announced recently by the Fire Extinguisher Division of the Ansul Chemical Co.

Other important features claimed are: Simplified and faster operation, quicker and easier on-the-spot recharge, greater heat-shielding protection for the operator, expert extinguishing by inexperienced operators and greater capacity without increased weight.

On the basis of numerous tests by impartial authority, these new extinguishers have been given highest ratings for fire fighting effectiveness, according to the manufacturer. They are listed and approved by the Underwriters' Laboratories and Factory Mutual Laboratories.

## Extra-Low Floor Machine

An extra-low, disc-type floor machine of a new design, for polishing, scrubbing, steel wooling, and other maintenance, has been introduced by the G. H. Tennant Co.

A unique feature of the new machine is a special side-polishing brush which cleans and polishes flush with the walls. The brush eliminates bumping and scratching furniture. The machine has an overall height of less than 12 inches through the use of a "pancake-shaped" motor centrally located over the cleaning disc.

An advantage of the brushless, axial air-gap type motor is the ease of control it provides through its stabilizing "gyroscopic" action.

The machine has an adjustment which allows it to operate with 50 per cent of its weight on the wheels, or with full pressure on the brush.

A steel tank on the machine handle holds water and a soap solution for scrubbing. The liquid feeds to the center of the brush.

An illustrated booklet and further details about the construction and operation of the new machine may be obtained by writing the company.



Ansul's dry chemical fire extinguisher

## Two New Grades of Wax

Two new grades of wax, substitutes for carnauba, were announced recently by Innis, Speiden & Co., New York, N. Y. The new waxes, Carnauba Wax No. 352 and Refined Vegetable Wax No. 717, are in current production in the company's New Jersey plant.

Carnauba No. 352 has a melting point of approximately 178/180 deg. F. and can be used in carbon paper and paste wax to replace carnauba. Refined Vegetable Wax No. 717 has a melting point of 164/167 deg. F. and can be used for water wax emulsions.

Both waxes are emulsifiable, it is stated. Testing samples and current price schedules will be supplied without charge.

## New Commercial Tire Line

A new tire for heavy duty commercial trucks, using rayon cord throughout, has been announced by the B. F. Goodrich Co. The tire is manufactured in sizes ranging from 6.00-16 through 7.5-16.

One of the principal features of the tire's construction is its wider, flatter tread which puts more tractive rubber on the road and spreads wear more evenly resulting, it is claimed, in longer mileage.

## New Catalogs

A new folder has been issued by S. B. Penick & Co., 50 Church St., New York, N. Y., covering a complete list of the firm's essential oils, aromatic chemicals and food flavors. Copies may be obtained without charge.

A new wholesale price list on essential oils, vanilla, flavor bases, perfume bases, aromatic chemicals, balsams, gums, oleo resins, insecticide concentrates, and other basic materials has been issued by Dodge & Olcott, Inc., 180 Varick St., New York, N. Y. Copies may be had upon request.

A new technical bulletin on Powco Brand BHC (benzene hexachloride), a new insecticide concentrate for the control of a wide range of agricultural pests, was issued this month by John Powell & Co., 1 Park Ave., New York, N. Y., and is available upon written request. Powell manufactured BHC will be marketed as BHC 50 and BHC 50W, both powder and wettable powder forms.

"Organic Nitrogen Compounds" is a new 31-page booklet recently published by Carbide and Carbon Chemicals Corp., a unit of Union Carbide and Carbon Corp., New York, N. Y. This booklet presents in detail the properties, specifications, and uses of alkyl amines, alkylene amines, alkanolamines, and acetoacetylaminides. In chart form, it gives their physical constants, comparative hygroscopicities, and neutralization curves. These compounds are used by various industries for many purposes such as emulsifying, neutralizing, synthesizing, dissolving, and saponifying. Copies may be obtained from any office of the corporation. When writing, ask for Form 4770.

Schimmel & Co., Inc., New York, N. Y., has issued a new price list. Copies may be obtained without cost.

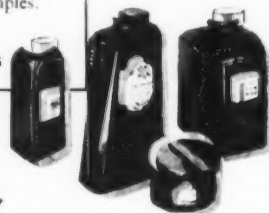
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MEMPHIS: S. Walter Scott, 608 McCall Bldg. • ST. LOUIS: H. A. Baumstark, 4030 Chouteau Ave.

SAN FRANCISCO: Owens-Illinois Glass Co., Pacific Coast Division, 320 California St.



A compendium of significant news and views

## Harold Hutchins says . . .

### WISHFUL THINKING

We have had the privilege of glancing through Harold Hyman's monumental "Integrated Practice of Medicine" and can only wonder how one man accomplished it all. Four volumes—not to speak of charts and short cuts. And our hat is off to Saunders, the publishers. If only the cosmetic industry had such a man to do as much for us!

### BACK TO SCHOOL?

Looks as if we will have to review our chemistry! This thing called Sulfhydryl is coming into the literature, day by day. If we must have something to do with the skin surface, it had better be according to the modern conception of the chemistry of the keratins. And the SH radical plays an ever-increasing important part in that chemistry. All of which makes us wonder how the old-timer, Vlemineckx, figured his poly-sulfide solution, called Solution of Calx Sulfurata? The SH came from that solution, as each one recalls the rotten egg odor back of the pharmacy, when the bottle of freshly-arrived solution was opened.

### SAVES LIVES

One war-time development is coming into prominence! The "stuff" has the short name of BAL, meaning British Anti-Lewisite. Chemically it is dimercaprol. Word of its effectiveness in arsenic toxicity has "leaked" for some years. Recently, the material has been made available to all physicians. Reports are excellent. The "stuff" really saves lives. Chalk up another one for war-time chemistry. Many old-timers, however, will recall the previous claims made for sodium thiosulfate in arsenic poisoning. The

dithiol grouping in BAL is held to be no less than twice as efficient. The arsenic leaves the keratin and hooks up with the BAL. It can all be proven in the laboratory, as well as observed in the clinic or the hospital.

### REAL PANACEA

My Quaker Pappy wouldn't have been one bit surprised at the discoveries of germ-destroying chemicals in Mother Earth. For many years, he covered all cuts, lacerated wounds and skin irritations with earth from the edge of Grandma Watt's Bucks County (Pa.) farm, taken at a point closest to that of a neighbor's farm. It always "cured" him. Earth from the neighbor's farm always worked better than Grandma's earth, too!

### MORE GERIATRICS

Day by day, as our people grow older and older, the medical profession is giving increasing thought to geriatrics. The cosmetic industry has sort of always implied the importance of caring for the aging or for aged skin, scalp, hair, etc.

### LUXURY TAXES

Will someone please tell us the logic of luxury taxes on containers, such as school bags, diaper bags, shopping bags, army discharge cases, drivers' license wallets, eyeglass cases, religious vestment cases and sewing kits? Aren't these items all strictly cost-of-living-necessities?

### RETURNED MERCHANDISE

You and you and you have noticed the re-birth of all pre-war "reasons" for returning merchandise. The whole line of alibis wasn't dead and forgotten—they were just lying dormant. YOU know that, don't you?

### IDEA ITEM

Going from the general to the specific, we are reminded that the physician deals in chemicals, throughout his career, just as does a chemist. Yet, he is not indoctrinated in pharmacy or pharmacology in his pre-medical years. Why not insist on a course in pharmacy, leading to a degree of Bachelor in Pharmacy, as a requirement for medicine? It would be a safety valve, too! If the prospective physician could not continue, for any reason, past the bachelor years, he would have a profession. The Bachelor of Pharmacy gives him a life the Bachelor of Arts, or the conventional Bachelor of Science, could never offer.

### HE SHOULD KNOW!

In an editorial on cosmetics, Dr. Morris Fishbein, writing in the AMA News, says that attention should be given especially to the strength of various solutions, because it is known that one concentration of a toxic material may be poisonous, whereas another may be harmless.

### AN IDEA

A best seller, not yet written, would be a book on "Skin Diseases In Dog Pets and What To Do For Them At Home." Maybe you can hit on a shorter title, but the above gives you the general idea of a future money-maker for someone.

### SIT LUX

It seems the companies preparing bulbs for incandescent and fluorescent lighting have improved lamp life by several hundred times, within a short period. Once, we were told that these necessities of modern existence could be made to last several lifetimes.

**PERSPECTIVE ON**

**TOMORROW**



**F**rom whichever perspective you view your markets for **FINEST PERFUMES and COSMETICS**, all lines lead to a single objective. Tomorrow ... the next day ... every day following, the pulse of your business will be the satisfying appeal and the constant acceptance of your products. Your confidence in accomplishing this is as strong as your Source of Supply in **MATERIALS** and in research.\*

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\*In its 32nd productive, cooperative year, **FLORASYNTH** has served manufacturers of finest Perfumes and Cosmetics through research and development with better Essential Oils, Floral Creations and Supreme Aromatics.

**IT'S NO JOKE**

Comes April Fool's Day, 1947, and the official strength of Tincture of Iodine will be 2 (instead of 7) per cent. The name of the present 7 per cent tincture will be given to the 2 per cent substitute, now known as Mild Tincture of Iodine. We begin to wonder whether the "Five & Ten" and the "Nineteen Cent" stores, with no registered pharmacist on duty, will be permitted to sell legally the Tincture of Iodine, 2 per cent?

**FORWARD STEP**

New things every day to learn and unlearn. Now, it's war chemical-nitrogen mustards. Found of usefulness in the treatment of certain types of neoplasm (tumors to you), they are not used without danger, but are not indicated for all types of growth. But, it is a step forward, and how we need these forward steps.

**WHY NOT US?**

The country doctor is coming into the limelight. A new series of radio periods will be devoted to Dr. Graham and Family. The every-day occurrences of grass root medicos will be air-waved, building up his prestige with his people. Why doesn't some cosmetic house devote its program to dramatizing the romance of perfumery from the chemist's angle?

**NO COMMENT**

Speaking of birthrates, which we weren't, reminds us that Dr. Alfred J. Lotka, of the Metropolitan Life Insurance Co., says, "The human race is dying out," while Dr. John D. Black, of Harvard University, states, "The world's birthrate must be reduced, if its people are to enjoy freedom from want." (No comment!)

**OPEN THE PORTAL**

So that you, good readers, may know what might come under portal-to-portal demands, the following time has been considered basis for future liability—time spent in changing clothes, checking equipment, reporting for medical examinations, preparing reports, walking-time spent in reaching work, waiting time, lunch time at place of work, rest periods and wash-up time. There could be more, too!

**WHAT NEXT?**

We must tell you that herring now can be smoked electrically. Fish are charged negatively and smoked positively, so that it only takes 10 seconds

to complete what formerly required two hours. This business of negative and positive charges can go too far. Now let's see, if my writings are negatively charged, and your reception to those writings are positively charged, the Editor of THE AMERICAN PERFUMER might easily receive a slew of letters telling him what you think of this new monthly feature in his magazine. Editors are dubious people. Having been one for over 15 years, I should know!

**OLIVE OIL**

The real olive oil is still tight and hard to procure, but many substitutes are sold, whether as olive oil or substitutes is someone else's worry. A true lover of olive oil can't be fooled, or so we are told.

**FOLLOW FOLK LORE**

Sulfur is another old-time remedy, but it was spelled sulphur in the old days. It must have been the strong odor of the hydrogen sulfide or polysulfides. Sulfur, without the odor doesn't have the potency of sulfur with the "stink." After all, it's just a matter of ionization or hydrogen ion concentration, in case you plan to put out a sulfur lotion or hair preparation.

**GOOD NEWS**

Not too long ago, we thought out loud on the typewriter about the training films of the armed services and wondered whether the civilian population would ever get a post-war look at them. Well, we have just learned that you can secure a list of films by writing to the Surgeon General, Attention of Chief, Education & Training Service, Pentagon Building, Washington 25, D. C. Incidentally, you may find exactly what you are looking for in your training courses or for meetings with your colleagues.

**BOSTON BIMS**

The annual winter party of the Bims of Boston was held at the University Club of Boston on March 7th. After a steak (or lobster) dinner, members indulged in swimming, cards and bowling, with a prize (or two) going to the experts. Plans were made for three outings, during the coming Summer months.

**NWDA SPRING MEET**

Improved ways and means of handling the distribution of drugs and health supplies will be the theme of discussion at the coming meeting of the National Wholesale Druggists' Association to be held at the Palmer House, Chicago, April 22, 23.

**WHAT PRICE RESEARCH?**

We hear now of the founding of a new research organization—not for profit! The study of new medicinals, etc., will be undertaken by this organization and the bills will be paid by the drug houses. Which gives us reason to call attention to the fact that many research men, physicians and other scientifically-trained people are joining commercial firms in greater and greater number. We wonder if it is because of more freedom, or more money for research-spending, as compared with the slower and more close-fisted methods of hospitals and teaching institutions? The loss of the prestige of any doctor or professorial titles is more than compensated by the grandiose title of Director of Research, or other "high-faluting" titles, handed out by the various commercial organizations.

**MORE PHOSPHOROUS**

Construction of additional elemental phosphorous production facilities, at Columbia, Tenn., involving an investment of more than \$2,000,000 was announced last month by Monsanto Chemical Co. The new facilities will result in over a 50 per cent increase in Monsanto's phosphorous production.

**BEST AID**

Motion pictures and slide films are the most effective means of implanting information in the minds of professional service men who call on physicians, detailing new drugs and prescription items, reports Ray Brewster, vice president of Frederick Stearns & Co.

**PERFUME HUCKSTER**

"There is a job in advertising for every skill known to man and suspected in woman," says Edith G. Steiger, advertising and publicity director of Parfums Corday. "But, if you don't like people," she adds, "you can't sell them and advertising is not your dish." Referring to a recent best seller's characterization of advertising as "hucksters," Miss Steiger says, "Personally, I am glad to be a perfume huckster. I believe that perfume enhances the charm of a woman, makes for more gracious living and accentuates one's individuality. I believe that perfume makes a lovely woman lovelier, and a beautiful woman more alluring and exciting. I believe those things are cheap, if money can buy them. Because I believe these things, I can sell perfume through advertising. The public isn't equipped with lie-detectors, but it senses the phony, just as it senses the genuine."



*News of Importance to AMERICAN PERFUMERS*

*Who Want Success Through Quality*

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ESSENTIAL OILS AND ABSOLUTES OF  
EXCEPTIONAL QUALITY MANUFACTURED  
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IN 1890 BY JOSEPH ROBERT

### HENRI L. ROBERT

CRÉATEUR DE PARFUMS

WILL PERSONALLY HELP YOU UTILIZE THESE THREE SOURCES OF OUTSTANDING  
RAW MATERIAL AND ENABLE YOU TO DEVELOP MODERN PERFUMES OF BEST  
QUALITY AND HIGHEST SALES APPEAL.

**WHO'LL SELL COSMETICS?**

We have heard much lately about whether drug or department stores will sell the bulk of the nation's cosmetics in the future. The answer, of course, is that women will buy their cosmetics at the store which makes shopping most pleasurable to them. In fact, sparks of consumer resentment against all retailers, which smoldered during the war years, are reported to be breaking into flames. Women shoppers, we learn, are starting to express themselves in very specific terms about the housecleaning and face-lifting job that retailers must undertake soon, if they expect to build the goodwill and acceptance that spells more sales. As a matter of fact, the problem is so serious that a Store Modernization Show will be held at Grand Central Palace in New York, during the week of July 7th, in an effort to help retailers with their modernization problems.

**A.C.C.L. EXPANDS**

The American Council of Commercial Laboratories, composed of 32 independent testing and research organizations, with 125 branches lo-

cated throughout the United States and Canada, organized a Western branch, last month, with headquarters in San Francisco. The new branch will be comprised of what is recognized geographically as the eleven Western States. The elected officers are as follows: Roger W. Truesdail, president; Herbert Imrie, vice president; and E. O. Slater, secretary-treasurer.

**MERGER**

To accelerate distribution of Et Cetera and Vice Versa, two new women's fragrance lines manufactured by Victoria, Ltd., New York, N. Y., the marketing of the products has been placed in the hands of the well-integrated national sales organization of Duncan Storm, Ltd., Minneapolis, maker of Cargo toiletries for men.

**EDUCATIONAL**

The Allied Drug & Cosmetic Association of Michigan met at the Detroit-Leland Hotel on February 26, to hear a talk by Dr. C. J. Klemme, vice-president in charge of production, Jamieson Pharmacal Division, Heyden Chemical Co. His subject was "Some Engineering Problems Of The Pharmaceutical Manufacturer."

**THE ANSWER**

In order to solve a difficult liquid storage problem, transparent storage tanks of "Lucite" acrylic resin have been recently developed. The tanks are used to store a chlorine bleaching solution. They replace tanks of concrete, lined with a conventional sealing solution. The average life of a concrete tank has been found to be approximately six months. These new plastic tanks are expected to last indefinitely, since the "Lucite" resists the chemicals in the solution and the plastic material is easy and inexpensive to repair.

**THE CHALLENGE**

We in America today are bucking a world trend of collectivism. Here we are turning to free enterprise, while the rest of the world continues to go left. The tide of national thinking plainly throws the gauntlet to private hands to do the job better the voluntary way. It is upon our ability to cope with current problems that the survival of free enterprise and democracy as a world ideal depends. The first world war was fought to make the world safe for democracy. We are fighting AFTER World War II to make democracy safer for the world.

**QUALITY**

**ECONOMY**

**UNIFORMITY**

*All Signs point to*

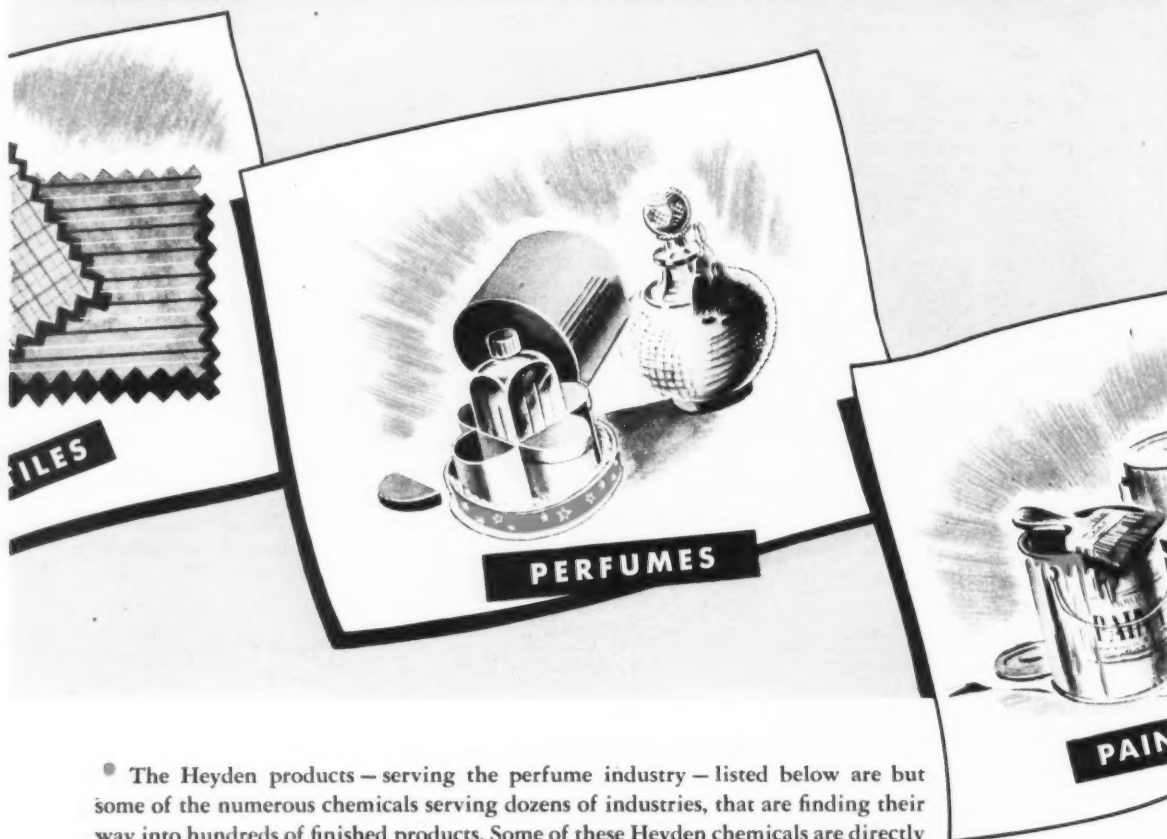
**POWCO NEUTRAL SOAP**

Let us show you the sure way to cost economies by using Powco Brand Powdered Neutral Soap in your dentifrices or cosmetics. Send today for your sample stating the use for which it is intended.

**JOHN POWELL & CO., INC.**

ONE PARK AVE, NEW YORK 16, N.Y.

## HOW Heyden Chemicals serve major Industries



• The Heyden products — serving the perfume industry — listed below are but some of the numerous chemicals serving dozens of industries, that are finding their way into hundreds of finished products. Some of these Heyden chemicals are directly blended into perfumes, others are used as intermediates to synthesize chemicals for the perfume industry.

Our laboratories give constant attention to developing new uses and applications for Heyden Chemicals. This service is available to you.

### BENZALDEHYDE N. F.

(synthetic oil of bitter almonds)

### BENZYL CHLORIDE (refined)

### METHYL BENZOATE (niobe oil)


### ETHYL BENZOATE

### METHYL SALICYLATE U. S. P.

(synthetic oil of wintergreen)

Technical Data Sheets on these and other Heyden products will be sent upon request.

# HEYDEN



## Chemical Corporation

393 SEVENTH AVE. NEW YORK 1, N. Y.

Chicago Sales Office: 180 N. Wacker Drive, Chicago 6, Ill.

Benzaldehyde • Benzoates • Benzoic Acid • Benzyl Chloride  
Bromides • Formates • Chlorinated Aromatics • Medicinal  
Creosoles • Formaldehyde • Formic Acid • Glycerophos-  
phates • Medicinal Guaiacols • Hexamethylenetetramine  
Penicillin • M.D.A. • Paraformaldehyde • Parahydroxy-  
benzoates • Pentaerythritols • Salicylates

### "LITTLE FACTORY"

When people read that a certain company has made a million dollar profit, few realize that it cost that company \$40 million to make that profit—and that many people shared in the \$40 million. It is a question of the accruing benefits to the people of a community, and to the community itself, of a "typical little factor." Let us assume the factory employs 150 persons. They, in turn, support from 1000 to 1200 people in the community. That little factory calls for around 300 homes. In ordinary times, it will put about 320 automobiles into the community. It will fill an 18-room school-house, calling for teachers to take care of the children. It will support about 33 stores. It will give opportunity for about 24 professional people to live in the community. It will lay down a pay-roll of about \$180,000 to \$200,000 a year. It will buy the products of about 6000 acres of land involving the farmers around the community, and establish the tax foundation for about \$2,500,000. All of which brings us to the subject of certain excitable men and women who continue with their at-

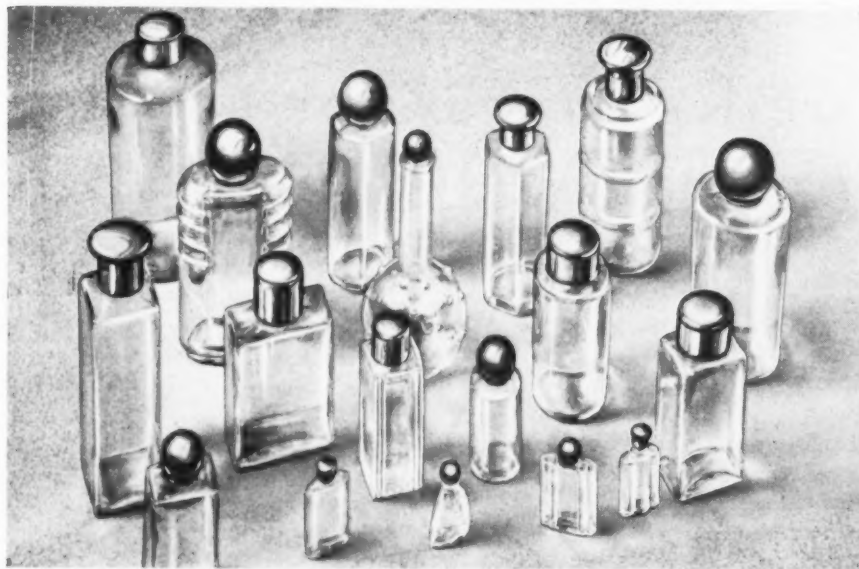
tempts to destroy so-called "capitalism," as is evidenced by the tragic folding of the Philadelphia *Record*, recently, as a result of a strike declared against the *Record* by the American Newspaper Guild, last November 7th. After a long hold-out, the publishers finally admitted they were beaten and sold out to their competitors, which threw the wreckers out of employment—600 members of the Guild and 800 other employees. Labor should think twice before they create a mess on their own doorsteps.

### "RECONVERSION PERIOD"

A "reconversion period" for industry's approach to packaging was called for recently by E. A. Throckmorton, president, Container Testing Laboratories, Chicago, and vice president in charge of packaging, American Management Association. Progress for consumer needs in the packaging industry virtually ceased during the war period, he said, in calling attention to an immediate necessity of reducing costs by eliminating unnecessary protection not required in peace time sales, to improve the sales appeal of packages, to adapt wartime research to ordinary consumer packages and to re-examine all of industry's products.

### "BEAUTY MIRACLES"

In spite of the tremendous strides cosmetics and beauty products have made within a comparatively short time, both in type and purpose, the future possibilities for "beauty miracles" seem unlimited, in light of a statement made recently by Elmer H. Bobst, president of William R. Warner Co. He stated that "one quarter of a million dollars had been appropriated for the Richard Hudnut companies and associated cosmetic concerns to use in 1947 for research in the cosmetic field," on the occasion of the Seventh Anniversary of the DuBarry Success Course, directed by Ann Delafield, the noted advocate of scientific beauty. Pointing out that the cosmetic preparations of Richard Hudnut and associated companies are being evolved and developed by the same scientific research methods which are employed by the William R. Warner Co. in producing medicinal products, Mr. Bobst said that "it is our purpose to take the frivolousness and empiricism out of the cosmetic business. In line with other progressive steps taken by Mr. Bobst, was the recent opening of the block-long employee commissary, built at a cost of \$250,000, an outstanding example of modern industrial design.



## HEADQUARTERS for FINE CLOSURES

RICHFORD is Headquarters for those fine Closures that lend crowning distinction to your bottles and jars.

This picture gives you some idea of the versatility of Capstyle Design by RICHFORD Craftsmen. Each Closure is made of solid brass, polished to a permanent lustrous finish that cannot be matched by anything on the market today.

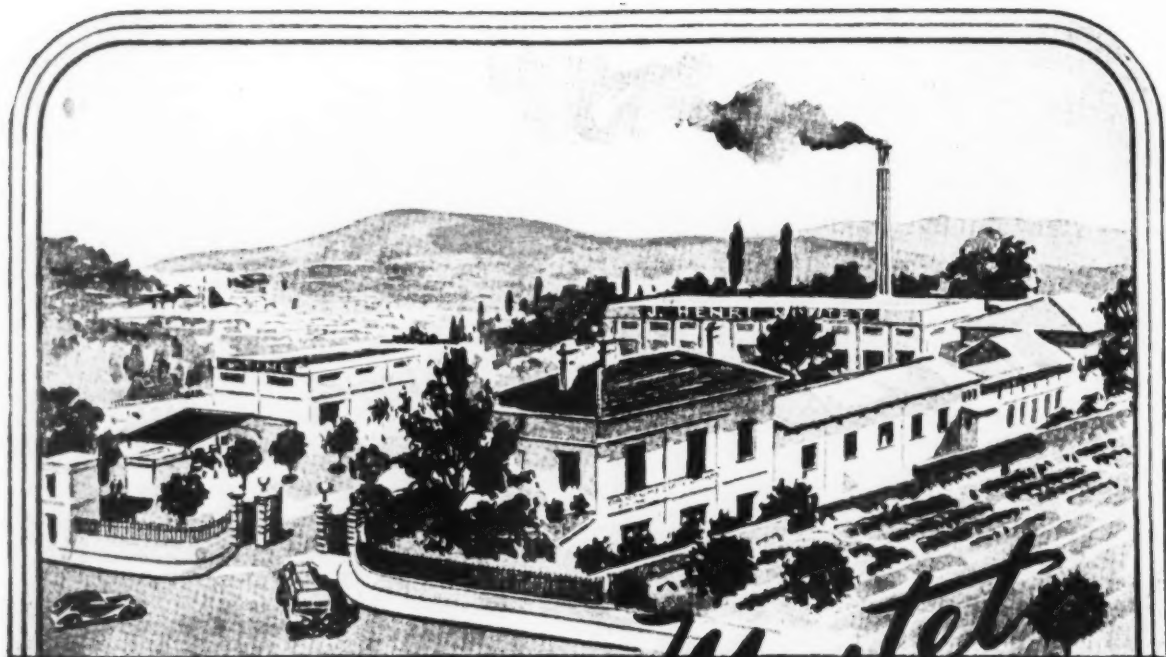
In addition to an exceptionally wide range of outstanding Closures, which are always on hand for immediate delivery, RICHFORD stands ready to develop and produce unusual Capstyles exclusively for your line.

## RICHFORD CORPORATION

221 Fourth Ave., New York 3, N. Y.

Cable "Richford, N. Y."

Represented in: ST. LOUIS KANSAS CITY CHICAGO LOS ANGELES PITTSBURGH CINCINNATI



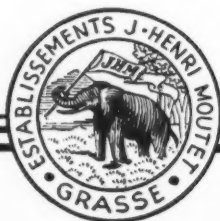
*J. Henri Moutet*

USINE ST. CLAUDE  
GRASSE

2/2

FLOWER OILS · ESSENTIAL OILS & AROMATICS  
for the  
SOAP · PERFUMERY · COSMETIC & ALLIED TRADES

Laboratories, Distilleries & Head Offices: GRASSE · A. M. FRANCE



#### INSECTICIDES IN CANS

From Harriet Sabine, director of consumer information of the Can Manufacturers' Institute, comes word that as cans become more available, expect to see more and more of them housing DDT and other types of insecticides. The can, she says, protects those chemicals that lose their killing potency when exposed to light.

#### NEW LIPSTICKS

The 123-year old French cosmetic house of Guerlain staged a luncheon-fashion show at the Ritz-Carlton last month to introduce eight new lipstick colors of dramatic pinks with varying intensities of blue undertones, ranging from Light on through Burgundy, Purple, Iris and Zinnia. Guerlain also announced the re-introduction of its Shalimar, after a wartime absence.

#### HOW'S BUSINESS?

New proprietors were starting in business in 1946 at a rate about double that of 1940 and 1941, according to a recent report by the Department of Commerce. The rate of business discontinuance in 1946 was

only about half of what it was in 1940 and 1941. A compilation by the Office of Business Economics discloses there were approximately 227 new firms started for every 1000 firms in operation at the beginning of 1946. By comparison, the rate of entry in 1941 was 135 per 1000 and only 108 in 1940.

#### ADVERTISING CONSCIOUS

The fact that modern churchmen are advertising conscious is evidenced by a recent issue of the *St. Louis Unitarian*, a publication of The First Unitarian Church, which states that we are in the midst of one of the greatest shopping sprees of all time, or the jostling crowds in stores are deceptive. "Rather than shop, or window shop," continues the writer, "we prefer magazine shopping, which is a parlor pastime that avoids sore feet, bruises, colds and the glares of store employees." A first prize, for making magazine shopping an attractive adventure, was awarded to the perfume companies. "Perhaps," the article concluded, "we are seeing the triumph of the chemical age, though it is difficult to connect the scented suggestions of the perfume ads with the odors that emanated from the childhood chemistry sets."

#### JEWELITE PREVIEW

The Pro-phy-lac-tic Brush Co. staged a special preview of its Jewelite Brushes last month, at the Ritz-Carlton in New York. The firm, one of the oldest in the country, has been making brushes continuously since 1866. Now in full production and with new designs and many innovations in efficiency and wearability in brushes, the presentation depicted the blending of tradition with modern efficiency. Coincident with the presentation was an announcement that the Jewelite line would be backed by a greatly-accelerated advertising campaign in 1947.

#### A.F.P.E. FELLOWSHIPS

The Board of Grants of the American Foundation for Pharmaceutical Education has announced a rather lengthy list of awards of fellowships for graduate work in pharmaceutical subjects. The students receiving the awards are now registered in graduate schools of various institutions throughout the country, and are pursuing graduate work leading to either the Master of Science degree or the Doctor of Philosophy degree. These students are known as "Fellows of the American Foundation for Pharmaceutical Education."

\*\*\*\*\*

# Use NORTHWESTERN ETHYL BUTYRATE

when this ester is called for in your formulae.

For many years more than half of the Ethyl

Butyrate sold in this country has been man-

ufactured by us — proof of the fine quality

of our product.

THE LARGEST MAKERS OF BUTYRIC ETHER IN THE WORLD

**The NORTHWESTERN CHEMICAL CO.**

INCORPORATED 1882

WAUWATOSA, WISCONSIN



*Light Color for  
Distinctive Elegance*

**THE NEW ARLACELS, WE  
BELIEVE, REACH THE ULTIMATE  
IN FINE EMULSIFIERS**

The new Arlacels are the lightest-colored emulsifiers available today. Practically odorless and clean in color, their presence in your formula is a secret shared with you alone. Milady knows only the distinctive elegance of your preparation. Yet Arlacels add a superior stability to your most delicate emulsions and are compatible with most other surface active agents.

If you seek to formulate a flawless, luxurious cosmetic, the use of the new Arlacels should prove a rewarding experience—for you and for the users of your finest products.

Cosmetic and pharmaceutical chemists who are anxious to make important improvements in topical application formulas are invited to write us for more details.

ARLACEL—Reg. U. S. Pat. Off.



**ATLAS**

INDUSTRIAL CHEMICALS DEPARTMENT

ATLAS POWDER COMPANY, WILMINGTON 99, DELAWARE • OFFICES IN PRINCIPAL CITIES • CABLE ADDRESS • ATPWCO

# INCOME UP

Consolidated net income of E. R. Squibb & Sons and wholly-owned subsidiaries in the Western hemisphere for the six months ending December 31, 1946, was \$3,010,610, compared with \$2,029,891 for the corresponding period a year ago. This was equal to \$1.79 per share on the 1,514,694 shares of common stock outstanding, after providing for taxes on income and preferred dividends, compared with earnings of \$1.14 per common share last year on the same number of shares.

# NEW COLOR CHART

Latest sales aid from Pond's is a compact, easel-back chart showing actual samples of their new Dream-flower Face Powder in its complete range of eight shades. Each sample of powder is encircled by the name of the shade and a complete description of the complexion coloring for which it is best suited.

# EARNINGS INCREASE

McKesson & Robbins, Inc., had a consolidated net profit for the six months ended December 31, 1946, of

\$5,411,746 after provisions of \$3,817,774 for Federal income taxes, according to unaudited figures issued last month, by W. J. Murray, Jr., president. This profit was equivalent, after provisions for preferred stock dividends, to \$3.03 per share on the common stock. Plans also were announced last month by McKesson & Robbins for the purchase of the Morris-Morton-Schapp Drug Corp. of Ft. Smith, Arkansas.

# NET EARNINGS

For the three months ending December 31, 1946, the net earnings of Bristol-Myers Co., and its domestic and Canadian subsidiaries, amounted to \$1,143,133, after all charges, reserves and a provision of \$809,323 with respect to income and excess profit taxes. This is equivalent to 78 cents per share on the 1,381,183 shares of common stock outstanding at December 31, 1946.

# ROYALTY AGREEMENT

The Biro interests of Argentine have reached a royalty agreement with Cartier, London, Paris and New York jewelers, to market their gold and platinum holders, containing the firm's perfumes in ball-bearing dispensers which work on the same prin-

ciple as the ball-bearing fountain pen. Similar agreements are expected to be made with other concerns to market the containers, other than gold and platinum ones.

# PURELY PERSONAL

WILLIAM BONYUN, president of Daggett & Ramsdell, announces the appointments of NEVA BRADLEY as sales promotion manager, and OLIVER CAREY as production manager. Miss Bradley has been with the company for fourteen years and for the past six has been in charge of package development and publicity. Mr. Carey had been supervising all purchasing and production planning, prior to his new appointment.

PETER COLEFAX, executive vice president of the American Potash & Chemical Corp., has been elected president of the company, it was announced at a recent meeting of the board of directors in New York.

SENATOR OWEN D. BREWSTER of Maine was the guest speaker at the 21st Annual Dinner of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, held at the Waldorf-Astoria, March 13th. His subject was "Our Foreign Relations."

# BENJ. FRENCH, INC.

• ESSENTIAL OILS

AROMATIC CHEMICALS

SINCE 1914 ... AGENTS FOR: DESCOLLONGES FRERES, LYONS, FRANCE

★

*Jasmix*

*Lilac Isoflor B.*

*Jasmin de Provence*

*Lilac No. 58*

*Fleurs d'Oranger de Provence*

*Orris D. F.*

★

160 FIFTH AVENUE, NEW YORK 10, NEW YORK

# 3 Distinguished Names In The Perfume and Flavoring Industry

**DR. ALEXANDER KATZ & CO.**

*Perfume and Flavoring  
Raw Materials of Quality*

MADE IN CALIFORNIA

•  
PAMIR TIBET

*Supreme Perfume Base*

**F. RITTER & CO.**  
*Established 1876*

•  
RITTER GARDENIA SUPREME  
RITTER EAU DE COLOGNE OIL

**ESSENTIAL AROMATICS CORP.**

•  
ESSENTIAL ALDEHYDES  
*For Perfumes and Flavorings*  
Octyl-Decyl-Lauric

**CONCENTRATED  
CITRUS OILS**

FIVE AND TEN FOLD  
*Lemon — Lime — Orange*

*Our Research Laboratory Is At Your Service*

**DR. ALEXANDER KATZ & CO.** 4641-43 HOLLYWOOD BOULEVARD, LOS ANGELES 27, CALIF.  
948 HOWARD STREET, SAN FRANCISCO 3, CALIFORNIA

**ESSENTIAL AROMATICS CORP.** 304 EAST 23rd STREET, NEW YORK 10, NEW YORK

CHICAGO • DALLAS • SAN FRANCISCO • SEATTLE • NEW ORLEANS

**HARRY** and **KAY DAUMIT** are back in the business whirl with a new company known as **Kathryn, Inc.**, located at 314 Institute Place, Chicago 10, Ill. Present plans call for the pushing of **Forever Amber**, as well as other items.

**MADAME HELENA RUBINSTEIN** has been named chairman of the Cosmetic Division of the United Service to China campaign, with **AMY BLAISDELL** as co-chairman.

**BILL COLLIER**, formerly with **Prince Matchabelli** and **Primrose House**, has been appointed sales manager of **Victoria, Inc.**, perfumes.

**W. D. CANADAY**, vice-president in charge of distribution and advertising of **Lentheric, Inc.**, has announced the appointment of **ALBERT M. BEHRENS** as advertising manager.

**DORIS CRAVEN** has joined **Alexandra de Markoff** to take charge of promotional activities and trained sales representatives. She formerly was with **Charles** of the **Ritz** and **Elizabeth Arden**. **WALTER CONKLIN**, formerly with **Evans chemetics**, has also joined the firm as its purchasing agent.

**CHARLES W. DARR** and **WILLIAM F. MURTHA** will act as co-chairmen of the Cosmetic and Drug and Allied Industry Division of the Special Gifts Committee of the Cardinal's Committee of the Laity for the 28th Annual Appeal of New York Catholic Charities.

**RUBY GOULD**, assistant sales manager of **LaCross**, has been named director of retail sales personnel.

**DOROTHY BERRY**, educational director of **Helena Rubinstein**, has been lecturing in the leading cities in Canada.

**STANLEY PARK** of **Tangee** recently returned from a promotional tour of Western New York cities, in behalf of their new shade—**Red Majesty**—and left immediately for a trip to the deep South, including the cities of **Atlanta** and **Miami**, where he was a guest at the **Miami-Colonial**.

**F. B. LANGRECK** has been appointed technical adviser of **Montanto's** general development department, and **J. M. GRAHAM** and **W. KENNETH MENKE** have been named assistant directors, according to a recent announcement by **ROBERT B. SEMPLE**, director of the department.

**NINA WOLF**, well-known designer, has joined the **Elizabeth Arden Sales Corp.** as assistant to **Miss Arden** in packaging design. She brings to her new post a wealth of experience in the field of design, with jewelry and decorative objects her special forte.

**JAMES BYRNE** has joined **Farel Destin** as sales representative for the entire Northeastern territory. He formerly handled the **Ziegfeld Girl** compact and **Tip Top** perfume dispensers.

**JOHN J. McMICHAEL** has been appointed Eastern Divisional Sales supervisor for the **Everdry Corp.** of **Los Angeles**, and **Roycemore Toiletries, Inc.** of **Chicago**. He has established headquarters in **New York City**.

**RITNER W. TOMLINSON** has been appointed superintendent of the **Easton, Pa.** plant of the **Pennsylvania Salt Manufacturing Co.** He previously was plant superintendent of the **Pennsalt** plant at **Cornwells Heights, Pa.**, and the **Greenwich** plant in **Philadelphia**.

**W. VERNET**, vice president of **Vida-Ray**, died in **Florida** last month, as the result of a long illness.



## GERARD J. DANCO, INC.

3 EAST 44th STREET

NEW YORK 17, N. Y.

TELEPHONE: VANDERBILT 6-0981

CABLE ADDRESS: CODAN, N. Y.

FINE ESSENTIAL AND FLORAL OILS  
AROMATIC CHEMICALS  
MUSK—CIVET—AMBERGRIS

EXCLUSIVE AGENTS IN THE UNITED STATES AND CANADA FOR  
PAYAN & BERTRAND, S.A. • GRASSE, FRANCE

DIRECT CONNECTION WITH THE BELGIAN CONGO SINCE 1893

"QUALITY MERCHANDISE GUARANTEED BY REPUTATION"

STEPHEN L. MAYHAM, executive vice president of the Toilet Goods Association, announces the publication of a "Handbook Guide of Trade Marks," priced at \$25.00, with a special price of \$15.00 to members.

ELSA SCHIAPARELLI has written an article in the March issue of *American Magazine* that should cause many of the millions of women who read the publication to violently disagree with her.

REVLON introduces a new lotion named Aquamarine, which is tinted like a jewel.

GEORGE O. LINBERG, of Newtonville, Mass., veteran of the New England textile chemical sales field, has been appointed sales manager of Monsanto's textile chemical department.

LOWELL P. WEICKER, president of Lenthic, headed the speaking program of the recent one-week national sales convention held by the company at the Edgewater Gulf Hotel, in Gulfport, Miss. Other company officials who addressed the convention sessions were: C. S. GAGE; C. H. PALMER; FRANK McIN-

TOSH; W. D. NORTHRUP; D. A. DUGAS; GEORGE SIBLEY; JILL JESSIE; FRANK WILD; JOHN BROWN and KURT LOESCH. W. D. CANADAY, vice president in charge of sales, served as convention chairman. A highlight of the social program was an old-fashioned Southern fish-fry at the home of M. W. BRUSH, local sales representative for the company.

LAWRENCE RHODERIC BLACKHURST, for ten years manager of duPont Co.'s plastics products division, recently passed away at his home near Chestertown, Md., after a long illness.

HARRY BARR of Bourjois became a grandfather last month when his daughter, Nancy, of Chicago, became the mother of a son.

HERBERT M. HODGES, director of the foreign department of Monsanto Chemical Co., from December, 1941, until October, 1945, and since then overseas director of the company, recently announced his retirement from the firm.

MARY BROWN, publicity director of Primrose House has returned from a swing around the country, which included a visit to their Indianapolis headquarters.


FRANCIS J. CURTIS, of St. Louis, vice president of Monsanto Chemical Co., recently expressed the belief that surviving chemical plants in Eastern Germany, in themselves, give Russia's chemical industry a capacity approximating that of pre-war Germany.

RICHARD M. C. GLENN has been appointed sales manager of Linnea Perfumes, Inc.

AFFILIATED PRODUCTS has moved a goodly portion of its business from New York to Lowell, Mass.

DR. ANDERSON W. RALSTON, whose work at the Armour Research Laboratories resulted in extending the nation's failing iron ore supplies for at least 150 years, has been named as the winner of the Midwest Award of the St. Louis Section of the American Chemical Society.

MRS. EMILY FEDROWITZ, the mother of an employee in the control laboratory of the Heyden Chemical Corp. at Garfield, N. J., has received 100,500,000 units of penicillin in treatment for acute bacterial endocarditis, under a company provision that provides free penicillin for members of employee's families, upon presentation of a doctor's prescription.



Manufacturers of

# Aromatic Chemicals and Perfume Compounds

**gunning and gunning inc.**

601 WEST 26th STREET, NEW YORK 1, N. Y.

## New! Outstanding!

# AMERCHOL L-101

A LIQUID CHOLESTEROL EMULSIFIER  
PROVIDING UNUSUAL SKIN BENEFITS

NON-IONIC CHOLESTEROL in its  
most active and efficient form.

- Emollient, completely stable.
- For oil-in-water and water-in-oil creams, ointments and lotions.

AMERCHOL L-101 is one of many new Amerchols manufactured from specially processed Cholesterol and other sterols and will help you improve your products.

Our research laboratories are available to you for advice and information.

**AMERICAN CHOLESTEROL PRODUCTS**

Incorporated  
MILLTOWN, NEW JERSEY  
Sales Office—40 Exchange Place—New York 5, N. Y.

# THE ROUND TABLE —

## Alois von Isakovics of Synfleur Scientific Laboratories dies

Alois von Isakovics, Jr., vice president of Synfleur Scientific Laboratories, Inc., died at the age of 39 years, February 24 in the Monticello, N. Y., hospital following an operation for appendicitis. He was the only son of the late Alois von Isakovics, internationally known chemist and pioneer of the American aromatic chemical industry. As young Mr. von Isakovics' education was primarily in chemistry and as practically all of his business career was spent in the service of the company, he gave much promise of carrying on the work started by his distinguished father.



Alois von Isakovics, Jr.

Mr. von Isakovics was born in Monticello and lived there. Following his graduation from the New York Military Academy in 1923 he joined the company. He is survived by his mother, Mrs. Mary Upshur von Isakovics; three sisters, Mrs. Luis de Hoyos, Mrs. Rose O'Carroll, and Mrs. Johannah Austin, all of Monticello; his widow and three children.

Mr. von Isakovics possessed a charming personality which was blended with the culture inherited from a distinguished family, a family of which he was very proud. His mother is a direct descendant on the maternal side of Abiel Parker Upshur of Richmond, Va., Secretary of the Navy in President Tyler's cabinet and later, following Daniel Webster, Secretary of State; and on the paternal side of the Sturges family who first settled in America in 1634. Generations later one descendant served his country as a member of Congress

under the Articles of Confederation and another as supreme court judge.

Funeral services were held in St. Johns Protestant Episcopal Church, Monticello, February 27.

Mrs. Mary Upshur von Isakovics, president of the company, who has been ill since October 6, will resume her position as directing head of the company just as she did in 1917 following the death of her husband.

## O. Hommell Represents P. R. Dreyer in Pittsburgh

The O. Hommell Co., 209 Fourth Ave., Pittsburgh 1, Pa., is now representing P. R. Dreyer, Inc., New York, N. Y., in Pittsburgh and surrounding territories.

## Francois de Laire Visits U. S.

Francois de Laire returned to France the later part of last month after spending about a month, most



Francois de Laire

of which time was taken up with conferences with the officials of Dodge & Olcott, Inc., New York, N. Y. Dodge & Olcott is the representative in this country for the house of Fabriques de Laire, which was established in 1876 by George de Laire.

Mr. de Laire stated that conditions do not yet permit the production of his company's full line of products, but that all items possible are being manufactured and others will be added as rapidly as possible. He also spoke of new products which will be announced at a later date.

Mr. de Laire was accompanied by his wife. Crossings both ways were made on the Queen Elizabeth.

## Rebak Joins Heyden Chemical Corp.

Heyden Chemical Corp., New York, N. Y., has announced the addition of Vincent R. Rebak to its New York sales staff.



Vincent R. Rebak

Mr. Rebak, a graduate of St. John's University, spent four years with the AAF during the war. Previously, he was associated with Republic Aviation's Material Follow-up Division.

Prior to joining the staff with Heyden, Mr. Rebak was with the New York sales division of Miles Laboratories, Inc. He will service accounts in upper New York State as well as Cleveland and Akron, Ohio.

## General Marshall Joins M. W. Kellogg

Brig. General James Creel Marshall has joined the engineering staff of the M. W. Kellogg Co., Jersey City, N. J. Widely known in engineering and construction circles through his 30 years of service on many major projects in peace and war, General Marshall will apply a lifetime of technical knowledge and experience to the broad range of new engineering and research projects including the immediate program of the company.

## William Ackley to van Ameringen-Haebler

Van Ameringen-Haebler, Inc., New York, N. Y., have announced the appointment of William D. Ackley as sales representative in the Midwestern area. Mr. Ackley has been associated with the drug and cosmetic industry for many years in both purchasing and sales capacities. He will conduct his activities from the company's offices in Chicago.



## ESROLKO INCORPORATED

FORMERLY FLORA AROMATICS CO., INC.

30 IRVING PLACE

NEW YORK 3, N. Y.

TELEPHONE:  
STUYVESANT 9-6943

CABLE ADDRESS:  
ESROLKO, NEW YORK

*We take pleasure in announcing our re-establishment in the United States  
as sole-distributors of the well-known "FLORA" aromatics:*

### Aromatic Chemicals and Natural Isolates

Alpha Methyl Indol  
Benzyl Acetone  
Citral  
Dimethyl Benzyl Carbinol  
Dimethyl Benzyl Carbinol Acetate  
Citronellal  
Citronellol  
Geraniol  
Hydroxycitronellal  
Rhodinol supreme A  
Rhodinol supreme B  
Ionones  
Methyl Ionones  
Musk Ambrette  
Musk Ketone  
Musk Xylol  
Phenyl Ethyl Alcohol Acetate  
Methyl Naphthyl Ketone liquide

$\left. \begin{array}{l} \text{from} \\ \text{Oil Citronella} \\ \text{Java} \end{array} \right\}$

$\left. \begin{array}{l} \text{from Oil} \\ \text{Geranium} \end{array} \right\}$

### Aromatic extracts, fixatives, etc.

Oak Moss, green and decolorized  
Oak Moss specialties, full range  
Balsamoides | = Resin extracts  
Resinoides | for perfumes  
Resofixides = Resin extracts for  
soaps  
Absolutes, colorless: Labdanum,  
Styrax, Tolu  
Fixative specialties: Muscoide,  
Muscanol, Chinambrol, etc.

Full range of Compound oils for  
perfumes, toilet waters, soaps,  
cosmetics

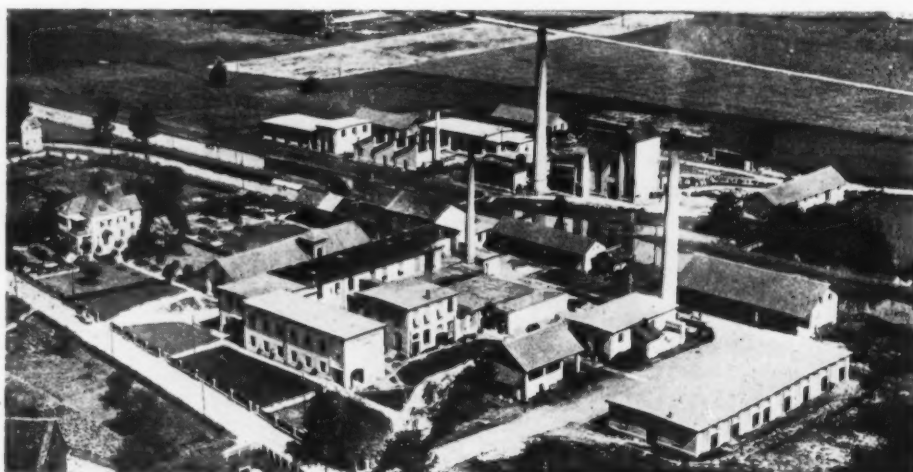
Special compounds for  
low-grade and non-alcoholic products

### Aromatic Specialties

(odoriferous bodies & odor bases)

Agrumys  
Alcohol tuberique  
Aldehyde jonquillique  
Aldehydine  
Convaria  
Corps Cuir  
Dianthor  
Dimethyloctanal  
Ennoblide  
Floralal  
Jacintheme  
Jasmabsol  
Jasmohydrol  
Jasmonylate  
Magnolene  
Oeillanthis  
Resedal  
Rosoide  
Tonkarol  
Vanilloide

*Aerial view of the plant of Esrolko Ltd., formerly FLORA, at Dubendorf, Switzerland*



**F. T. Dodge Now Chairman and C. A. Myers President of Dodge & Olcott, Inc.**

Dodge & Olcott, Inc., New York, N. Y., the oldest and one of the largest essential oil houses in the United States, has announced executive changes effective March 1 to increase the efficiency of the organization.

Francis T. Dodge, who has directed the destinies of D & O since 1926, has been elected chairman of the board of directors of Dodge & Olcott, Inc. He is also a director of U. S. Industrial Chemicals, Inc., the parent company.

Mr. Dodge has had an interesting career. As a boy he attended the Brooklyn Latin School and St. Paul's School at Concord, N. H. Then he



Francis T. Dodge has been elected chairman of the board of directors of Dodge & Olcott, Inc. He also is a director of U. S. Industrial Chemicals, Inc., the parent company.

Shown below is Charles A. Myers who has been associated with Dodge & Olcott, Inc. for 40 years was elected president of the organization last month.



entered Yale, from which he was graduated in 1904. While at Yale University he was a classmate of Charles E. Adams, now chairman of the board of U. S. Industrial Chemicals, Inc., and of the Air Reduction Corp. Following his graduation from college he commenced work with Dodge & Olcott, then a partnership, in the old warehouse and office building at 86 William St., as assistant shipping clerk. Thereafter he worked as assistant bookkeeper and also in the distillery of the D & O factory at Bayonne, N. J. In September, 1906, Mr. Dodge went to London, where he eventually opened D & O's first foreign branch. In all he spent about ten years in Europe before returning to the United States. Upon his return he took charge of the foreign department of D & O and in 1918 was elected treasurer of the company. In 1930 the offices of the company were moved to their present location, 180 Varick St.

The new president, Charles A. Myers, has been associated with the Dodge & Olcott organization for 40 years. After completing his formal education Mr. Myers joined the company in the oil room of the old 87 Fulton St. building. In 1911 he was made assistant to the secretary of the company. In 1917 he enlisted in the U. S. Navy, where he served as chief petty officer in the Chemical Service until 1919, when he was transferred to the U. S. N. R. until 1921. In 1919, after release from active service, he resumed his work with D & O as assistant to the vice-president who formerly had been secretary. In 1923 he was transferred to the Bayonne plant of the company as production manager and was made general manager of the plant in 1926. He became a member of the board of directors in 1928 and vice-president of the

company in 1938. During World War II he did conspicuous work in the development of the insecticide bomb which proved to be a boon to overseas servicemen. In 1946 he was made executive vice-president of Dodge & Olcott, Inc., a position he held until his election last month. Dr. Lee A. Parker is now plant manager.

Under Mr. Dodge the management will remain unchanged and the work of the company will be carried on with the cooperation of Mr. Myers, the president; Valentine H. Fischer and Charles O. Homan, vice-presidents; Ralph W. Bush, secretary—who began his business career with D & O in 1888—and Fred Kirm, treasurer. J. Waldo Booth, a grandson of the late George M. Olcott, assistant secretary, is in charge of the company's foreign department.

**Odorless Depilatory Patent Upheld**

The first patent decision in connection with the use of mercaptans (thioglycolic acid and thioglycerol) in the beauty field has been handed down by Judge William C. Coleman of the District Court of the United States for the District of Maryland in the patent infringement suit tried in November, 1946.

Judge Coleman's decision holds that Patent No. 2,352,524, for a depilatory invented by Ralph L. Evans and Everett G. McDonough, and owned by Sales Affiliates, Inc., New York, N. Y., is infringed by the depilatory "Sleek," made and distributed by Elizabeth Arden, Inc., and sold in Maryland by the Hutzler Brothers Co. of Maryland; and also by the depilatory product "Nair," made and sold by Carter Products, Inc.

Other similar depilatories already licensed under the Evans and McDonough patents are "Imra," sold by a subsidiary of the Schering Corp., Jersey City, N. J., and "X-Bazin," sold by Hall and Ruckel, New York, N. Y.

The decision, which will have far-reaching results in the cosmetic field, entitles the patent owners to injunction against further manufacture, sale or use of the infringing depilatories and refers the case to a special master to determine the amount of profit and damage to be awarded to Sales Affiliates.

Because of the wide application, particularly of thioglycolic acid in permanent waving, this decision may pave the way for development of a similar patent situation in the field of permanent hair waving.

*The Product of a good Craftsman needs no recommendation.*

He who knows how to produce BEAUTY will have people seeking his door. The Diaphanous thing of moonshine we call PERFUME has the Power to stir the Soul. The Caravans that trailed into Damascus and Samarcand live in song and story, not because they carried woolen threads woven together — but because they brought BEAUTY.

The Nucleus and Essence of that quality of Perfection is found  
in

## DEVOTION

Sweetest the strain — when in the Song  
the singer has been lost

*We humbly submit this FRAGRANCE  
for the delight and inspiration of the  
Understanding in Heart.*

SPARHAWK CO.

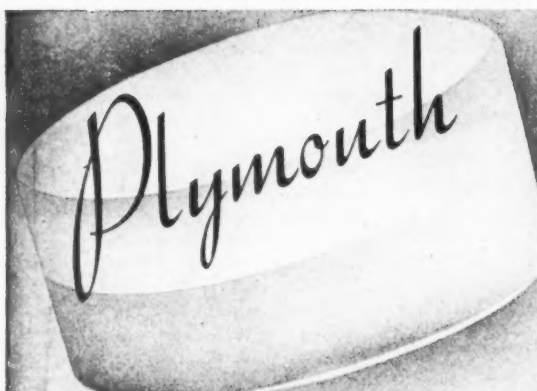
SPARKILL, N. Y.

Be not like the stream that brawls  
Loud with shallow waterfalls,  
But in quiet self control  
Link together Soul with Soul

Longfellow

When from the censor clouds of  
fragrance roll  
And swelling organs lift the rising  
soul  
One thought of thee puts all the  
pomp to flight  
Priests, tapers, temples swim  
before my sight.

Alexander Pope



### POWDER BASE NO. 7

Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.


Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15% and a formula is offered showing its use in this percentage.

Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit and will improve your product.

A COMPLETE LINE OF COSMETIC RAW MATERIALS

## M.W. PARSONS

*Imports AND*  
PLYMOUTH ORGANIC LABORATORIES, Inc.



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NEW YORK, N. Y., U. S. A.

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CABLE ADDRESS: PARSONOILS, NEW YORK

**Esrolko Inc. Established to Distribute  
Flora Swiss Specialties**

Flora, Dubendorf, Switzerland, now Esrolko Ltd., one of the pioneers in the field of synthetic aromatics has reorganized its dormant American affiliate, Flora Aromatics Co., Inc., under the new name of Esrolko, Inc. The company will distribute Flora specialties some of which will be imported from Switzerland and some will be manufactured here on the basis of the original Swiss formulae. Headquarters are at 30 Irving Place, New York 3, N. Y.

Members of the staff are: L. Robert Perret, Paul Adams, Fred Sartorius, and Mimi Greenberger. Erich G. Mantius, Flora's former sales agent in the United States, acts as adviser to the new company. Paul Adams, acting vice president, has been a member of the Swiss parent company's staff for 16 years. He is a native of Switzerland and came to this country in 1942.



Paul Adams

**Prince Matchabelli  
Wins Packaging Award**

To Prince Matchabelli went the *Beauty Fashion* Packaging Award of 1946, for the design of the unusual setting for the famous crown bottle containing Crown Jewel.

**AMA Packaging Exposition  
Contracts for Additional Space**

The American Management Association, sponsors of the AMA Packaging Exposition, has announced the next exposition to be held at Convention Hall, Philadelphia, Pa., April 8-11. A total of 95,000 square feet of space will make this the largest in history: 50 per cent larger than last year.

**German Cosmetic  
Formulae Available**

The original formulae for hundreds of Germany's best face creams, perfumes, soaps, hair tonics, shampoos, etc., have been made available in this country. Of particular interest are the synthetic waxes, oils, emulsifiers and aromatics. The report was prepared by Dr. Stephen A. Karas.

Orders for the report, PB-47526



Award Winning Package by  
Prince Matchabelli

(German Cosmetic, Perfumery and Soap Formulae, 109 pages, microfilm, \$3.00) may be addressed to the Office of Technical Services, Department of Commerce, Washington 25, D. C.

Mimeographed copies of the report may be purchased from Hobart Publishing Co., Box 4127 Chevy Chase Branch, Washington 15, D. C., for \$5.00. Checks should be made payable to the company.

**OIL ORRIS ROOT LIQUID ABSOLUTE  
ORRIS CONCRETE  
ORRIS OLEORESIN (Resinoid)**

Experience demonstrates that none of the substitutes for Orris are wholly satisfactory in giving the characteristic Orris note. It is therefore fortunate that these well known Bush specialties are now readily available.

**W. J. BUSH & CO., Inc.**

ESSENTIAL OILS . . . AROMATIC CHEMICALS . . . NATURAL FLORAL PRODUCTS

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WIDNES

## *Finest* FROM FAR AND NEAR

Now, for the first time since the war's end, the Citrus and Allied Essential Oils Company once again offers importations of the finest calibre oils from Italy . . . together with best quality oils from the West Indies and its well-known line of distinctive products from its Brooklyn plant.

### CHOOSE FROM THIS VARIED LIST . . .

#### ● Imported from Palermo, Italy—

PURE HAND PRESSED LEMON  
PURE HAND PRESSED ORANGE  
PURE HAND PRESSED MANDARIN

SWEET ALMOND OIL — ITALIAN "SCACCIAOCE"  
BRAND

Unquestionably the finest oil obtainable.

### BERGAMOT OIL

ORIGINAL CONSORZIO 25 LB. PACKAGE

A Pure Product Guaranteed by Law . . .

Citrus and Allied Essential Oils Co., is Official Stock  
Distributor for Consorzio del Bergamotto Reggio  
Calabria.

#### ● From our factory in Puerto Plata, Dominican Republic—West Indies—

BITTER ORANGE OIL—H.P.N.F.  
(Largest Producers in the World)

LIMES DISTILLED  
(Scientifically Processed High Citral Content)

#### ● From our Brooklyn Plant—

TERPENELESS, SESQUI-TERPENE-  
LESS AND CONCENTRATED  
CITRUS OILS

(Manufactured only in glass at low vacuum)

LEMON—ORANGE—BERGAMOT  
—LIMES

. . . Ask for Samples

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ESSENTIAL OILS COMPANY**

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PERFUME

SPECIALTIES



**BUSH AROMATICS**

INCORPORATED

136 LIBERTY STREET  
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# Dr. Biskerton Joins Walker Fertilizer Co.

Dr. J. M. Biskerton, for the past six years assistant manager and director of research of the Insecticide Division of Innis, Speiden & Co., New York, N. Y., has joined the Walker Fertilizer Co., Orlando, Fla., in a technical sales capacity.

The Walker Fertilizer Co. has pioneered Innis, Speiden soil fumigants in Florida. It represents several large manufacturers of fungicides and insecticides in Florida, Cuba and Puerto Rico.

# Milton Harris Becomes Harris Research Laboratories

Milton Harris Associates announces a change in name to Harris Research Laboratories, and the formation of Harris Instruments, Inc.

Harris Research Laboratories will be staffed by the personnel of the present organization, which consists of 30 chemists, physicists, engineers, etc., and will continue its same program of research, development and consultation for the textile and allied industries.

Harris Instruments, Inc., will conduct instrumentation research and development and will manufacture new

research instruments, especially for the textile industry. Both firms are located in Washington, D. C.

# W. H. Sheffield, Jr., Becomes Secretary of Innis, Speiden & Co.

W. H. Sheffield, Jr., has been elected secretary of Innis, Speiden & Co., New York, N. Y. Mr. Sheffield, who is assistant treasurer of the company, also was re-elected a director. All of the company directors were re-elected at the annual meeting which followed the yearly stockholder's meeting.



W. H. Sheffield, Jr.

W. H. Sheffield continues as president and director. H. C. Speiden was re-elected vice-president and general manager of the Isco Chemicals Division. G. S. Hamilton continues as vice-president and comptroller. G. C. Wickstead was re-elected vice-president and treasurer, and Halsey F. Sheffield was re-elected a director. T. G. Flavell, manager of the Gums and Waxes Division, continues as a director.

# Sales of Skin Creams Mount to New Highs

Marion Drake Hall, writing in the February issue of *Domestic Commerce* reports that the sale of skin creams registered tremendous gains during the war as a result of increases both in price and number of units sold.

Amounting to approximately 44 million dollars in 1938, annual sales rose to more than 79 million dollars in 1944. The 1945 figure was estimated at more than 91 million dollars.

# International Beauty Show Scheduled

An International Beauty Show will be held in Grand Central Palace, New York, N. Y., from April 7 to 13, 1947, inclusive. More than 100,000 square feet of space on two floors will be devoted to displays of beauty and beauty culture. Lectures and forums covering every phase of the profession will be held daily during the show.

Communications regarding the show should be addressed to: Joseph Byrne, International Beauty Show, 19 West 44th St., New York 18, N. Y.

## Introducing

# VEECOTE

A specially processed white powder with the following properties: a fine and uniform particle size, good coverage and hiding power, white color, excellent adherence, flat-white appearance.

## Suggested Uses:

Face, body and medicated powders; cosmetic cakes and sticks; pigmented creams and lotions.

Samples available on request

**R. T. VANDERBILT CO., INC.**

Specialties Department

230 PARK AVENUE, NEW YORK 17, N. Y.

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FORHANS  
FOR MASSAGE  
GUMS  
AND  
CLEANING  
TUBES

SMART  
MODERN  
DURABLE  
UNIFORM  
COLORFUL

Manufacturers of  
COLLAPSIBLE  
TUBES since  
1898

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

## "Sealed-Disc" FILTERS

For a Sparkling Brilliant Product

The importance of a clear, brilliantly polished product (eye appeal) is recognized by successful manufacturers of perfumes, drugs, cosmetic preparations, liquid soaps, chemicals, etc.

Consumer acceptance of these products depends largely on their clarity and uniform polish; they judge quality by appearance.

That's why so many leading manufacturers add these sales building features to their products by using Alsop "Sealed-Disc" Filters. What's more, many enthusiastic users report they have obtained these superior features and with considerable savings in production time and cost.

"Sealed-Disc" Filters are available in a broad range of sizes and capacities to meet varied filtration requirements and processing methods.

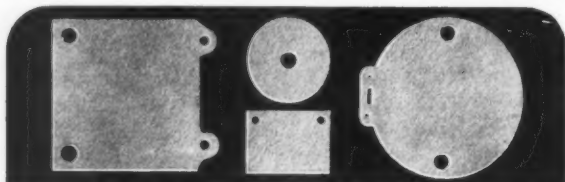
Let us send you a copy of our bulletin #745; it gives complete details.



You'll find the "Sealed-Disc" Filter ready for instant use, completely sealed, eliminating loss of liquid from leakage or evaporation, portable and easy to clean for use on different liquids.

### ALSOP ENGINEERING CORPORATION

Filters, Filter Pads, Pumps, Tanks, Mixers, Agitators  
203 Rose Street Milldale, Connecticut



In addition to the discs for our own filters, we can supply discs or sheets cut in any shape and size to fit other type filters.

# ALROSOL

*A Cosmetic Natural!*

ALROSOL is a naturally helpful additive to your hair preparations, cleansing preparations, shaving preparations, lotions, acid creams, face packs, deodorants and dentifrices. A superior cosmetic detergent, it acts as a water softener, wetting and re-wetting agent, emulsifier, thickening and dispersing agent.

5% ALROSOL in shampoo soaps permits increased cleansing and softening, and when added to many synthetic surface active agents used in shampoos will greatly improve the lathering properties. ALROSOL also improves wave sets, wave solutions and depilatories.

In bath preparations ALROSOL produces rich, stable foam in hardest water, and prevents formation of soapy layers and undesirable water precipitates.

ALROSOL treated cleansing creams are less greasy, more detergent and penetrating, and are readily removed by water.

Ask for illustrated booklet "ALROSOL Makes Good Cosmetics Better!"

*Write for a sample of Alrosol*



### ALROSE CHEMICAL COMPANY

Manufacturing and Research Chemists  
PROVIDENCE 1, RHODE ISLAND

### Lo Curto & Funk Celebrate Anniversary

Lo Curto & Funk, New York, N. Y., customs brokers, specializing in the clearance of essential oils, drugs, chemicals and allied products, is currently celebrating its twenty-fifth anniversary.

### Frorer and Brown Elected To Atlas Board

James R. Frorer and Kenneth R. Brown have been elected to the Board of Directors of Atlas Powder Co.

Mr. Frorer joined Atlas in 1920 as a chemist. He was transferred to research and development in 1934. In 1937, he became manager of the newly created organic chemical division. He was appointed manager of the industrial chemicals department in 1945.

Mr. Brown started as a chemist in the experimental laboratories in 1918.



James R. Frorer

He became assistant director in 1926 and acting director in 1928. In 1930, he was made director of Atlas' General Research Laboratory at Reynolds, Pa., and was appointed director of research in 1940.

### Hudnut Brief Denies Unfair Practices

In a brief filed by counsel for Richard Hudnut, Hudnut Sales Co., and William R. Warner & Co., New York, N. Y., it is denied that unfair or deceptive practices have been indulged in.

The brief is part of a defence against a formal complaint issued by the Federal Trade Commission in 1936, and amended in May, 1939, which charges violation of the Robinson-Patman Act.

### Guerlain Presents "Lips of 1947"

"Lips of 1947" was presented by Guerlain, Inc., New York, N. Y., in the Oval Room of the Ritz-Carlton Hotel during luncheon on Feb. 18, as a means of introducing the firm's new lipsticks and lipstick shades.

In addition to six newly packaged shades, "Iris" and "Zinnia," new

Spring and Summer colors, were shown.

Bernard d'Escayrac, president of Guerlain, warmly greeted guests at the luncheon and fashion show, which had been arranged by E. K. Stoyanoff. Staging and direction were by Mona Manet, narration by Maggi McNellis.



Model wearing the new lipstick shade "Zinnia" at the "Lips of 1947" luncheon given by Guerlain.

## WHICH OF THESE HARD-TO-GET CHEMICALS DO YOU NEED?

BROMO ACID (CERTIFIED)  
CETYL ALCOHOL  
SULPHONATED CASTOR OIL  
CASTOR OIL U.S.P.  
MYRISTIC ACID

**For all chemicals used in  
the manufacture of cosmetics  
CALL ON US**

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OUR LATEST LIST?  
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## ATTENTION - PERFUMERS

*Adjust Your Formulae By Using Our  
SUBSTITUTES of PROVEN MERIT*

Hydroxy Citronellal  
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Rhodinol



### AVAILABLE

*Other Replacements For Aromatic Chemicals,  
Essential, and Flower Oils*

**SOAP and COSMETIC PERFUMES  
INDUSTRIAL ODOR MASKS**

*Samples on Request*

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*Factories & Warehouses*

Farmingdale, L. I., N. Y.

Yonkers, N. Y.

Los Angeles, Calif.

# KOMMON/ SCENTS!

There are so many Republicans in Washington, this year's Jackson Day Dinner will sound like a minority report.

Understand White House advisors won't permit the President to play, "Open The Door, Richard." Afraid a Republican might get in there, too.

Presidential campaign should be very interesting. With one side unable to reduce taxes, as promised, the other now feels free to promise a reduction in prices. With the same results, of course.

But things could be worse. If the portal-to-portal pay suits are sustained, a Republican President might well seek compensation for all the years it took the GOP to get back to work in the White House.

Anticipating the elections (and in response to inquiries), this seems a good time to redefine the terms that are a cinch to be used in the campaign:

## INVECTIVE INDEX

**Reactionary:** A guy who believed in Peace and Prosperity, provided the former doesn't interfere with the latter.

**Conservative:** A Liberal who doesn't do anything about it.

**Liberal:** A Conservative who wants to be sure there's something worth conserving.

**Radical:** A feller who doesn't know whether he's Commie or going.

All this of course, can't possibly concern our level-headed industry. A bird in the hand is always better than one from the stockholders.

*George Fiedler*



## KELTON

*Cosmetic Company*

230 West 17th Street  
New York 11, N. Y.

763 So. Los Angeles Street  
Los Angeles 14, Calif.

Private Label Manufacturers Exclusively  
Covered by Product Liability Insurance

## Natural and Aromatic Raw Materials Essential Oils

for

*Perfumery •*

*Cosmetics •*

*Soap •*

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INCORPORATED

154-158 West 18th Street  
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Grasse • Paris • London • Beyrouth

Manufacturers of Quality Raw Materials  
For Perfumery For Over 100 Years

# MARKET REPORT

## Series of Advances in Menthol Prices

WHILE the ionones, citral, and geraniols showed signs of easing because of the more favorable price position in the raw materials from which they are made, there remained a number of firm spots in the aromatic chemical market. The late advance of five cents a pound in the price of methyl salicylate reflected the exceedingly firm position in the article, and acetyl alcohol, artificial musks, phenyl-ethyl alcohol, coumarin, and acetyl alcohol all displayed considerable strength.

### MENTHOL PRICES SHOW SHARP ADVANCE

Menthol was featured by an unexpected sharp advance in price and amyl salicylates and terpineol remained scarce. February sales of aromatic chemicals were slightly under the volume noted in January. Trade factors attributed the decline in volume to the shorter month. With seasonal influences at work however major producers are looking forward to an upturn in activity over the coming Spring. In some instances there appeared little prospect of a speedy return to prewar price levels and production. A second lot of cetyl alcohol was imported from England over the past month. The latest arrival amounting to about forty cases was regarded as indicative of the pressure brought upon manufacturers to acquire necessary supplies.

Demand for essential oils proved rather disappointing throughout the past month. Inquiry for the account of consumers in the insecticide and flavoring extract trades proved more active at times but perfumers, toilet goods manufacturers and other regular users did not appear willing to come into the market for large amounts.

Conservative buying tendencies also served to influence many of the oils and continuation of a limited demand will, it is believed, promote further price adjustments. Among the various oils registering declines were anise, cassia, Brazilian bois de rose, patchouli, caraway, cubeb, lemongrass, and bergamot.

In announcing the basis on which permits will be issued for the importation of copra and coconut oil from the Philippines and Netherlands Indies during the current quarter, Department of Agriculture officials explained that because of world-wide shortages, a permit for the importation of not more than 10,000 tons of copra for domestic consumption will be granted to any oil seed crusher who has previously crushed copra. Permits for the importation of coconut oil for domestic consumption will be granted to importers who have previously imported the oil.

Trade in various gums was rather disappointing. The trend in gum arabic proved irregular with the spot market having lost earlier gains because of an absence of any real buying support. Supply of ribbon tragacanth was not

very large and local houses were holding for slightly better prices on the top grades. Prices for Sumatra benzoin moved in favor of buyers in the face of fair size arrivals.

Output of crude glycerin, basis 100 per cent, totaling 14,413,000 pounds reached the highest level in December than at any time in over a year. Production for the year 1946 totaling 156,760,000 pounds was below the two previous years, 1945 and 1944, amounting to 172,451,000 pounds and 199,835,000 pounds, respectively, but was far above the record low level for the past ten years of 112,948,000 pounds in 1935. In 1944, the production amounting to 199,835,000 pounds was a high record for the past ten years.

Stocks of crude glycerin rose from 40,175,000 pounds at the end of November to 43,148,000 pounds in December, the first increase to take place in eight months. While there has been considerable speculation in trade circles regarding the longer term outlook in view of the increased use of glycols as substitutes, and production of synthetic material, scheduled to get under way next year, producer refiners do not seem at all concerned over the situation pointing out that there never was any universal substitute for glycerin and that because of the vast potential outlets that loom ahead, the appearance of synthetic material and the continued presence of substitutes should not have any disturbing influence upon the market.

A series of advances were noted in menthol. The advances amounting to well over 50 cents per pound over the past month were attributed to speculative influences rather than by unusual consumer demand. Brazilian shippers immediately advanced shipping prices on news of the turn of events in China where the exchange had fallen sharply. There was an absence of any reports concerning production in Japan and this served to have a bullish influence on the general tone of the market.

Basic chemicals, namely the alkalis, carbonate potash, and caustic potash remained in short supply. The situation in caustic soda appeared stronger than at any time since the ending of the war. Curtailment in production schedules at British plants due to the coal shortage tended to aggravate the situation here because of greater export demands from those countries that had previously been dependent upon British makers for supplies.

### DECONTROL OF POTASH

Decontrol of potash served to lift hopes of manufacturers of compounds but it is feared heavy seasonal demands for muriate potash from other industries will make it difficult for chemical manufacturers to obtain additional quantities of muriate.

## HILARY SAYS:

**H**APPY Easter—(why just happy on Easter—and New Year—watts a matter with the rest of the 363 days?—Try it!) I'm a good egg,—Easter or otherwise. Sure,—I'm "green"—an' I get red in the face, too.—Of course, if you're "blue"—that's no yoke,—so: **HAPPY EASTER!** I believe in Santa Claus—and in the Easter Bunny. Lot-a-folks think its foot brings Good Luck,—and carry it around with 'em. What you really believe in—works!

**I**F ever I worked with something—and believe in it,—it's ORCHIDEELIA.

**L**OOKING at orchids is fine. Buyin' 'em—makes for just about the most expensive corsage. Imagine,—there are about 5000 varieties of 'em; most grow wild (so would you, if you lived in a jungle). Some orchids are outright fly-eaters; others give off an odor poisonous to certain insects;—and by far the most of 'em don't smell at all. (You know how it is: What you're long on one side,—you're short on the other.) The orchid was given a most beautiful bloom-construction—but nothing much to sniff at.—So, I cooked up a sniff—and helped the orchid: ORCHIDEELIA.

**A**H,—go buy'er some flowers for Easter!—When you step into a Floral Shop at Easter Time, an aroma hits your schnaazola—a combination of Easter flowers that represents the most wonderful scent known to man. You recognize that "combination" immediately.—ORCHIDEELIA is reminiscent of that particular odor. "Flowers'-Heart-Note?"—You betchal—Plus body and soul, bones and guts.

**R**EAL stuff for Gardenia, — Jasmin, — Lily-of-the-Valley — and Honeysuckle-Compounds! If you are aiming at a "flowery-fresh" NEW note: Orchideelia!—That's the answer. You know formulae,—you know gradings and shadings,—so,—what percentage in mixing? Once you smell Orchideelia,—you'll know how much to use.

**Y**OU—have a Happy Easter, now. Enjoy yourself! (How's about a fine Easter Ham—and the "business"—what goes before and after?)—The wintry mess is over. The sun has turned. Brighter days are ahead. The flowers we work with are all starting to get down to business.—When you get down to business again: Brother,—ORCHIDEELIA!!!

**J. HILARY HERCHELROTH**

*representing*

Cresp Martineng  
369 Third Avenue

Established 1782

Grasse, France  
New York 16, N. Y.

In Havana Lains y Cia Aguilar 615

# beeswax . . .

PURE, WHITE  
AND UNIFORM



BECAUSE IT'S

# sunbleached

Still using the same "old fashioned" methods proven successful for 95 years.

That's how long we've been bleaching beeswax since we first began operations in Holland in 1852.

Preference for high quality today is as strong as it was then.

That's why our customers would not think of letting us change production methods to gain "speed."

This same high quality extends through our entire line:

U.S.P. Pure Sunbleached Beeswax

U.S.P. Pure Yellow Refined Beeswax

Ozokerite Ceresine  
Micro Crystalline Petroleum Waxes  
Special Wax Blends

# KOSTER KEUNEN



Sayville, L. I., N. Y.

Phone: Sayville 400

*The American Perfumer*

# PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice.)

## ESSENTIAL OILS

Almond Bit, per lb.	3.50@ 4.00	Citronella, Ceylon	2.35@ 2.50	Opopanax	35.00@ 38.00
FFPA	4.50@ 5.25	Java type	4.85@ 5.50	Orange, bitter	3.50@ 3.95
Sweet True	.95@ 1.10	Cloves, Zanzibar	1.50@ 1.60	Brazilian	1.70@ 2.00
Apricot Kernel	.80@ .85	Coriander	19.50@ 21.00	Calif., exp.	1.80@ 2.00
Amber, rectified	2.25 Nom'l	Imitation	12.00@ 14.00	Orris Root, abs. (oz.)	135.00@
Angelica Root	120.00@ 185.00	Croton	4.75@ 5.00	Artificial	36.00@ 40.00
Anise, U. S. P.	1.10@ 1.25	Cumin	9.00@ 11.00	Pennyroyal, Amer.	3.25@ 3.75
Imitation	1.75@ 2.10	Dillseed	7.00 Nom'l	European	4.75@ 5.15
Aspic (spike) Span.	2.50@ 2.75	Erigeron	2.25@ 5.00	Peppermint, natural	8.00@ 8.35
Avocado	1.35@ 1.40	Eucalyptus	1.20@ 1.45	Redistilled	8.60@ 8.85
Bay	1.35@ 1.60	Fennel, Sweet	3.75@ 4.50	Petitgrain	3.35@ 3.90
Bergamont	5.50@ 5.85	Geranium, Rose, Algerian	18.00@ 19.00	Pimento Berry	7.00@ 7.60
Artificial	3.35@ 6.00	Bourbon	14.00@ 16.00	Pinus Sylvestris	4.25@ 5.00
Birch, sweet	2.50@ 7.25	Turkish	9.00@ 9.75	Pumillonia	4.25@ 4.75
Birchtar, crude	5.50 Nom'l	Ginger	10.00@ 12.00	Rose, Bulgaria (oz.)	42.00@ 46.00
Birchtar, rectified	Nominal	Guaiac (Wood)	2.80@ 3.00	Synthetic, lb.	50.00@ 55.00
Bois de Rose	5.00@ 5.50	Hemlock	2.65@ 3.34	Rosemary, Spanish	1.60@ 1.75
Cade, U. S. P.	.85@ 1.00	Substitute	.55@ .60	Sage	2.65@ 3.25
Cajeput	2.50 Nom'l	Juniper Berry	6.50@ 9.50	Sage, Clary	20.00@ 22.00
Calamus	20.00@ 22.00	Juniper Wood, imitation	.70@ .85	Sandalwood, N. F.	18.00@ 20.00
Camphor "white" dom.	.75@ .90	Laurel	5.00 Nom'l	Sassafras, artificial	.95@ 1.00
Cananga, native	9.25@ 10.00	Lavandin	4.50@ 5.10	Ocotea Cymbarum	.95@ 1.00
Rectified	11.00@ 11.85	Lavender, French	12.00@ 17.00	Snake root	27.00@ 29.00
Caraway	5.65@ 6.10	Lemon, Calif.	3.50@	Spearmint	15.00@ 15.50
Cardamon	25.50@ 26.00	Italian	3.75@ 4.00	Thyme, red	2.85@ 3.25
Cassia, rectified, U. S. P.	3.50@ 3.75	Lemongrass	3.40@ 3.90	White	3.00@ 3.25
Imitation	3.75@	Limes, distilled	6.00@ 7.00	Valarian	70.00@ 75.00
Cedar leaf	1.10@ 1.25	Expressed	13.00@ 13.75	Vetiver, Java	35.00@ 37.50
U. S. P.	2.50@ 2.85	Linaloe	5.50@ 5.85	Bourbon	35.00@ 40.00
Cedar wood	1.00@ 1.15	Lavage	95.00 Nom'l	Wintergreen	3.65@ 12.00
Calery	17.50@ 18.50	Marjoram	6.75@ 7.50	Wormseed	5.35@ 6.00
Chamomile Roman	250.00@	Neroli, Bigarde P.	350.00@ 390.00	Ylang Ylang, Manila	38.00 Nom'l
Cinnamon bark oil	32.50@ 41.00	Petale, extra	265.00@ 300.00	Bourbon	15.00@ 24.00
		Olibanum	10.50@ 12.00		

(Continued on page 315)

## CYCLONOL

### CHARACTERISTIC ODOR and COOLING EFFECT OF MENTHOL

Cyclonol is chemically 1-methyl-3-dimethyl-cyclohexanol-(5). Graphically the structural formula is given in Fig. 1. It may be considered a lower homologue of symmetric or meta Menthol which has the structural formula shown in Fig. 2.

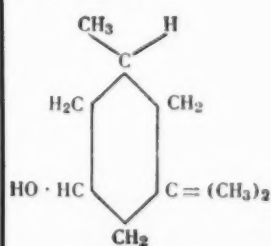


FIG. 1

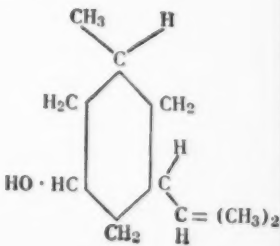


FIG. 2

Cyclonol replaces Menthol satisfactorily in shaving creams and lotions, liniments, analgesic balms, ointments and similar preparations. It has also been accepted by the U. S. Treasury Department as a Denaturant for alcohol in place of Menthol U.S.P.

**W. J. BUSH & CO., INC.**

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 AND  
**AROMATIC PRODUCTS**

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• The finest ingredients available are combined to create a haunting fragrance which will assure leadership in your toiletries. (\$10.00 per pound.)

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**DANUBE**

**LAVENDER #3**

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KANSAS CITY (6), MO.

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CHICAGO, ILL.



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DELIVERY ON TIME**

*and they got it!*

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We're justly proud of the job we've done these past, topsy-turvy months and we want to tell the rest of the world about it. We don't have to tell our customers... they know.



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*Company*

**For Four Generations Manufacturers of  
Distinguished Packages for Distinguished Products**

**TURNER & MASCHER STS.  
PHILADELPHIA 22, PENNA.**

(Continued from page 313)

#### TERPENELESS OILS

Bergamot	12.00@	16.00
Grapefruit	65.00	Nom'l
Lavender	26.00@	28.00
Lemon	40.00@	45.00
Lime, ex.	85.00@	100.00
Distilled	57.00@	60.00
Orange sweet	100.00@	135.00
Peppermint	14.00@	14.50
Petitgrain	7.25@	8.00
Spearmint	18.00@	20.00

#### DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.90@	2.75
Acetaphenone	1.65@	1.80
Alcohol C 8	4.25@	
C 9	14.00@	
C 10	4.25@	
C 11	11.50	Nom'l
C 12	4.25@	
Aldehyde C 8	12.00@	18.00
C 9	27.00@	30.00
C 10	7.00@	10.00
C 11	22.00	Nom'l
C 12	23.50@	28.00
C 14 (so called)	7.50@	9.00
C 16 (so called)	7.65@	8.25
Amyl Acetate	.55@	.75
Amyl Butyrate	1.00@	1.10
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.35@	2.80
Amyl Formate	1.50	Nom'l
Amyl Phenyl Acetate	3.50@	3.75
Amyl Salicylate	.77@	.81
Amyl Valerate	2.75	Nom'l
Anethol	.80@	1.15
Anisic Aldehyde	2.65@	3.25
Benzoprenone	1.15@	1.30
Benzyl Acetate	.60@	.72

Benzyl Alcohol	.75@	1.00
Benzyl Benzoate	1.05@	1.20
Benzyl Butyrate	2.00@	2.25
Benzyl Cinnamate	5.25@	6.10
Benzyl Formate	3.50@	3.75
Benzyl-Iso-eugenol	9.50	Nom'l
Benzylidenacetone	2.10@	3.05
Borneol	1.80	Nom'l
Bornyl Acetate	2.25	Nom'l
Bromstyrol	6.00@	6.50
Butyl Acetate	.19 1/2@	.19 3/4
Cinnamic Alcohol	3.00@	3.60
Cinnamic Aldehyde	.95@	1.10
Cinnamyl Acetate	8.75@	10.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	10.00@	13.00
Citral, C. P.	7.50@	8.00
Citronellol	8.75@	9.80
Citronellyl Acetate	8.60	Nom'l
Coumarin	3.00@	3.50
Cuminic Aldehyde	7.75@	10.00
Diethylphthalate	.38@	.40
Dimethyl Anthranilate	4.55@	5.00
Ethyl Acetate	.35	Nom'l
Ethyl Anthranilate	5.50@	7.00
Ethyl Benzoate	.75@	1.00
Ethyl Butyrate	.75@	.90
Ethyl Cinnamate	3.60@	3.80
Ethyl Formate	.80	Nom'l
Ethyl Propionate	.80	Nom'l
Ethyl Salicylate	.90@	1.00
Ethyl Vanillin	6.75@	6.80
Eucalyptol	3.20@	3.80
Eugenol	2.85@	3.35
Geraniol, dom.	6.65@	9.15
Geranyl Acetate	7.85@	8.25
Geranyl Butyrate	8.50	Nom'l
Geranyl Formate	13.40	Nom'l
Heliotropin, dom.	3.10@	3.75
Hydrotropic Aldehyde	7.25@	7.75
Hydroxycitronellal	17.25@	17.65

Indol, C. P.	20.00@	23.00
Iso-borneol	1.15@	1.50
Iso-butyl Acetate	1.25@	2.00
Iso-butyl Benzoate	1.50@	2.60
Iso-butyl Salicylate	2.70@	3.00
Iso-eugenol	3.85@	4.00
Iso-safrol	1.50@	2.00
Linalool	6.80@	7.50
Linalyl Acetate 90%	7.50@	8.25
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	13.00@	15.00
Menthol	8.00@	8.25
Methyl Acetophenone	1.50@	1.80
Methyl Anthranilate	2.25@	2.40
Methyl Cellulose, f.a.b., ship-		
ping point	.60	Nom'l
Methyl Cinnamate	2.50@	3.50
Methyl Eugenol	4.00@	6.25
Methyl Heptenone	3.50	Nom'l
Methyl Heptene Carbonate	45.00@	60.00
Methyl Iso-eugenol	5.85@	10.00
Methyl Octine Carbonate	24.00@	30.00
Methyl Paracresol	2.50	Nom'l
Methyl Phenylacetate	3.00@	4.10
Methyl Salicylate	.40@	.43
Musk Ambrette	5.00	Nom'l
Ketone	4.15@	4.50
Xylene	1.75@	2.25
Neroline (ethyl ether)	2.00@	2.70
Paracresol Acetate	2.55@	3.00
Paracresol Methyl Ether	2.60@	2.85
Paracresol Phenyl-acetate	6.00@	7.25
Phenylacetaldehyde 50%	2.75@	
100%	4.40@	
Phenylacetic Acid	2.00@	2.25
Phenylethyl Acetate	2.25@	3.10
Phenylethyl Alcohol	3.00@	3.50
Phenylethyl Anthranilate	16.00@	

(Continued on page 317)

## have you tried **BASE "93"**

An acid emulsifier for non-rotting  
antiperspirant creams containing  
aluminum sulfate.

Write today for working samples  
and formulas.

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ROUGE	MASCARAS
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*Alpha Methylcinnamic Aldehyde*

*Benzaldehyde N.F.*

*Benzyl Acetate FFC*

*Benzyl Benzoate FFC*

*Benzylideneacetone*

*Cinnamic Aldehyde N.F. VII*

*Heptylideneacetone*

*Methyl Benzoate*

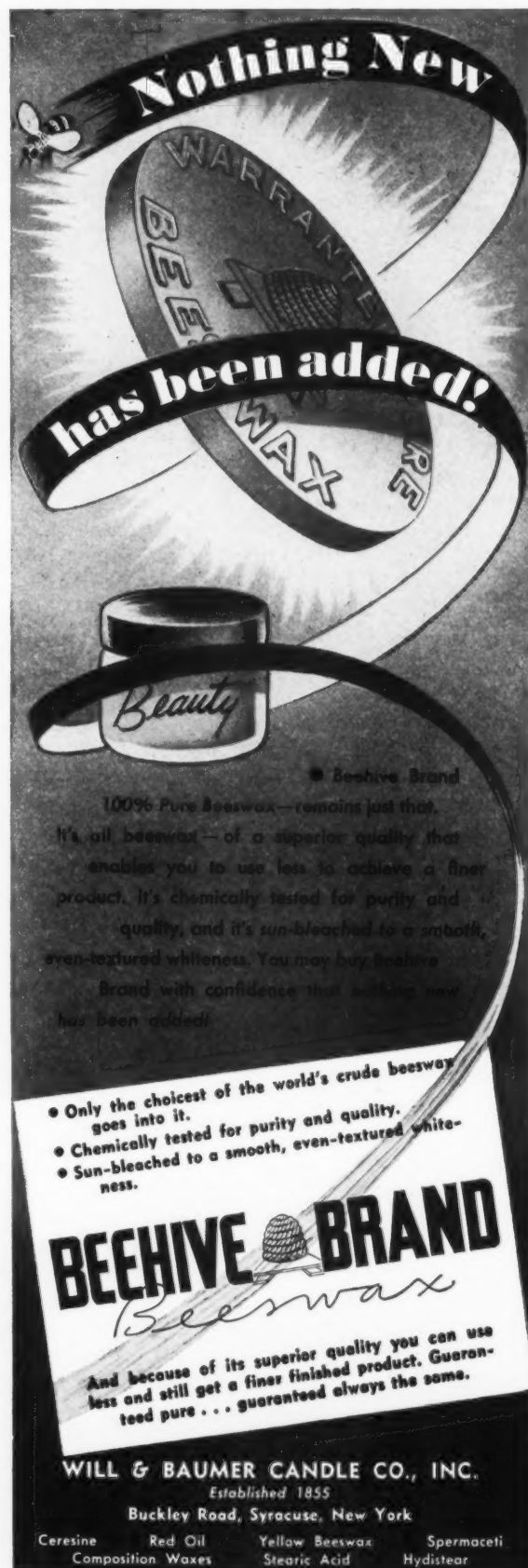
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**Nothing New**  
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*Beauty*

• **Beehive Brand**  
100% Pure Beeswax—remains just that.  
It's all beehived—of a superior quality that enables you to use less to achieve a finer product. It's chemically tested for purity and quality, and it's sun-bleached to a smooth, even-textured whiteness. You may buy Beehive Brand with confidence that nothing new has been added!

- Only the choicest of the world's crude beeswax goes into it.
- Chemically tested for purity and quality.
- Sun-bleached to a smooth, even-textured whiteness.

**BEEHIVE BRAND**  
*Beeswax*

And because of its superior quality you can use less and still get a finer finished product. Guaranteed pure . . . guaranteed always the same.

**WILL & BAUMER CANDLE CO., INC.**  
Established 1855  
Buckley Road, Syracuse, New York

Ceresine	Red Oil	Yellow Beeswax	Spermaceti
Composition Waxes		Stearic Acid	Hydistear

(Continued from page 315)

Phenylethyl Butyrate	3.65@	4.00
Phenylethyl Propionate	3.45@	3.90
Phenyl Valerianate	17.50	Nom'l
Phenylpropyl Acetate	5.50@	5.70
Santalyl Acetate	20.00@	22.50
Scatol C. P. (oz.)	5.35@	6.00
Styrolal Acetate	3.00	Nom'l
Vanillin (clove oil)	4.50@	4.65
(guaiacol)	3.00@	3.05
Lignin	3.00@	3.05
Vetivert Acetate	75.00@	
Violet Ketone Alpha	18.00	Nom'l
Beta	15.00	Nom'l
Methyl	6.50	Nom'l
Yara Yara (methyl ester)	2.00@	3.10

#### BEANS

Tonka Beans Surinam	.85@	.95
Angostura	1.70@	1.80
Vanilla Beans		
Mexican, whole	11.00@	12.00
Mexican, cut	9.50@	
Bourbon	8.00@	9.25
Tahiti	4.50@	5.00

#### SUNDRIES AND DRUGS

Acetone	.08@	.11 1/2
Almond meal	.25@	.35
Ambergris, ounce	10.00@	12.00
Balsam, Copaiba	1.10@	1.25
Peru	1.20@	1.35
Beeswax bleached, pure		
U. S. P.	.68@	.70
Yellow, refined	.60@	.62
Bismuth, subnitrate	2.15@	2.28
Borax, crystals, carlot ton	55.50@	58.00
Boric Acid, U. S. P., cwt.	6.95@	7.55
Calamine	.18@	.20
Calcium, phosphate	.08@	.08 3/4

Phosphate, tri-basic	.039@	.044
Camphor, domestic	.76@	.96
Castoreum, natural	8.00@	13.00
Cetyl, Alcohol	2.25@	2.55
Chalk, precip.	.03 1/2@	.06 1/2
Cherry Laurel Water, jug, gal	2.60@	3.10
Citric Acid	.21@	.24
Civet, ounce	13.00@	20.00
Cocoa, Butter, bulk	.38@	.40
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerin, C. P.	.55 1/4@	.55 3/4
Gum Arabic, white	.29@	.32
Amber	.14@	.14 1/2
Powdered, U.S.P.	.19 1/2@	.21
Gum Benzoin, Siam	4.00@	4.50
Sumatra	.90@	1.00
Gum Galbanum	1.25@	1.50
Gum Myrrh	.48@	.50
Henna, pwd.	.35@	.40
Kaolin	.05@	.07
Labdanum	5.00@	7.00
Lanolin, hydrous	.25@	.26
Anhydrous	.28@	.29
Magnesium, carbonate	.11@	.12 1/4
Stearate	.50@	.52
Musk, ounce	37.50@	60.00
Olibanum, tears	.26@	.35
Siftings	.12 1/2@	.14
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian	.24@	.30
Paraffin	.06@	.09
Peroxide	1.10@	1.75
Patrolatum, white	.06 1/4@	.08 1/2
Quince Seed	1.50@	1.75
Rice Starch	.10	Nom'l
Rose Leaves, red	3.45@	4.00
Rose Water, gal.	6.50@	8.00
Rosin, M. per cwt.	11.50@	

Salicylic Acid	.35@N	.40
Saponin	1.75@	2.00
Silicate, 40°, drums, works,		
100 pounds	.80@	1.20
Soap, neutral, white	.20@	.25
Sodium Carb.		
58% light, 100 pounds.	1.60@	2.70
Hydroxide, 76% solid, 100		
pounds	2.90@	3.75
Spermaceti	.54@	.55 1/2
Stearate Zinc	.48@	.50
Styrax	.98@	1.15
Tartaric Acid	.54 1/2@	.55
Tragacanth, No. 1	4.00@	4.75
Triethanolamine	.19 1/2@	.20 1/2
Violet Flowers	2.00	Nom'l
Zinc Oxide, U. S. P. bbls.	.12 1/2@	.14

#### OILS AND FATS

Castor No. 1, tanks	.32 1/2	
Cocanut, Ceylon type, c.i.f.,		
tanks	.21@	
Corn, crude, Midwest, mill,		
tanks	.30@	
Corn Oil, distilled, tanks.	.32	
Cotton, crude, Southeast,		
tanks	.34@	
Grease, white	.22 1/4@	
Lard	.29 1/2@	
Lard Oil, common, No. 1		Nominal
bbls.		Nominal
Palm Niger, drums		
Peanut, refined, drums.	.39@	
Red Oil, distilled, drums.	.29 3/4@	.30 3/4
Stearic Acid		
Triple Pressed	.36 1/4@	
Double Pressed	.33 1/2@	
Tallow, acidless, barrels.	.27@	
Tallow, N. Y. C., extra.	.22 3/4@	
Whale oil, refined	.1232	Nom'l

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**Complexion Poudre Base** 15ct. Lb.

(Soothing to sensitive skins)

**Complexion Poudre**  
finished product 25ct. Lb.

**Superior Quality Perfumes, Colognes**  
**Bulk or Bottled Lotions, Creams**

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- 3—Stokes Steam Water Still, 5, 10, 25 gal. per hour.
- 2—60 gal. Aluminum Steam jacketed Kettles.
- 1—80 gal. Aluminum Steam jacketed Kettle.
- 5—Stokes "R" single punch Tablet Machines, make 2 1/2" dia. tablet.
- 3—Stokes "F" Single Punch Tablet Machines.
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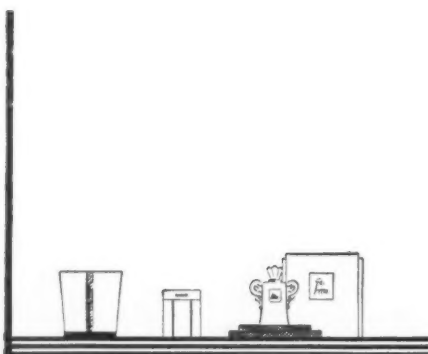
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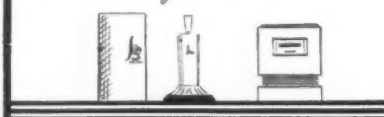
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# THE NEW Federal Trade Mark Law

by JACOB RECK\*

**T**HE Lanham Act becomes effective as the new federal trade-mark law for the United States next July 5th. It brings within a single statute for the first time the several trade-mark laws of the United States. It supplants and repeals all prior Trade-Mark Acts inconsistent with it but expressly provides that existing registrations issued under the Trade-Mark Acts of 1881 and 1905 can be continued in force and renewed as heretofore. However, registrations under the Act of 1920 expire on January 5, 1948, or twenty years from their date of issuance—whichever is later. But, 1920 registrations which expire may be re-registered on the Supplemental Register provided for by the Lanham Act. Until July 5, 1947, applications for registrations under the Trade-Mark Acts of 1905 and 1920 will be received and processed by the U. S. Patent Office.

While to a great extent the Lanham Act perpetuates the principles and practices of the trade-mark law long followed in the United States, it introduces several new features designed to increase the value of trade-marks by extending the scope of protection afforded them and clarifies the rights and remedies available with respect to trade-marks. In enacting the Lanham Act, Congress pointed out that its purpose was to protect the public so it may be confident that, in purchasing a product bearing a particular trade-mark which it favorably knows, it will get the product which it asks for and wants to get. Moreover, Congress felt that where the owner of a trade-mark has spent energy,

time and money in presenting to the public the product, he should be protected in his investment from its misappropriation by pirates and cheats.

Since the new law does not take effect until July 5, 1947, there are no requirements for filing applications, affidavits and papers concerned with the provisions of *new law* in the U. S. Patent Office until after that date. However, trade-mark owners and users should not delay until next July a careful consideration of the advantages and disadvantages to them of registrations under the new law as against the advantages and disadvantages of a registration under existing trade-mark laws. There is some difference of opinion in the trade-mark legal world as to whether a registration under the new law is more advantageous than one under existing trade-mark laws. Some trade-mark attorneys have advised clients to register marks or maintain registered marks under existing laws (Act of 1905 and 1920) for the time being until the new law proves itself more advantageous. The provisions of the new law for increased fees, cancellation for non-use, and its requirements for the filing of affidavits periodically to establish use have caused some trade-mark attorneys to urge registration of marks before July 5, 1947, under existing laws (Acts of 1905 and 1920). However, applications for registration under the Act of 1905 or Act of 1920 cannot be filed after July 5, 1947.

The value of a trade-mark to a business need not be emphasized. The dependence of businesses on trade-marks in offering for sale their goods makes the Lanham Act a most important law which must be understood by trade-

\* Counsel, National Beauty and Barber Manufacturers' Association.

mark owners and users since they will be affected by the provisions of the new law after July 5, 1947. Trade-mark owners should immediately consult their trade-mark counsel to determine whether registration should be applied for now under existing laws or whether the benefits of the Lanham Act should be claimed after July 5, 1947, both for registered and unregistered marks. In discussing trade-mark law one is confronted with a technical subject and is bound by the use of technical terms used in that field. It is difficult to prepare an article on this subject which will be technically correct and yet understandable to the layman. Yet, in this article I will try to put into "plain words" wherever possible what the Lanham Act means. This article is not intended to be an all-exhaustive treatise on the new trade-mark law. It merely points out the new features of the Lanham Act and the individual must consider, with the guidance of trade-mark counsel, such new features in the light of his own particular requirements and desires.

#### OWNERSHIP OF MARKS UNDER EXISTING LAWS

In order to fully understand the provisions of the Lanham Act, it is necessary to clear up certain misconceptions that exist regarding the ownership of trade-marks under existing laws. I have found, in discussing trade-mark ownership with clients, that some feel that the ownership of a trade-mark depends primarily upon its registration in the U. S. Patent Office. Some feel that if a trade-mark is registered its owner has an exclusive right to the same as against even one who has had an earlier usage of the mark but who has not registered it. This is not so! *Under the common law, which is the basic law for determining trade-mark ownership and which has not been repealed by the Lanham Act, a trade-mark in the United States is held to be the property of the party who can prove the earliest date of use.* The courts, in deciding trade-mark ownership, will accord a trade-mark not to the first party to register it but to the first user of the mark in connection with the distribution of goods. The Patent Office, in considering applications for registration of trade-marks, ordinarily, *does not pass on the applicant's right to use the mark, but merely determines the right to its registration.* Registration of a mark in the Patent Office does not create the right to use the mark but gives prima facie right to prevent others using it. Thus, a first user of a mark could, upon a showing of an earlier use, enjoin the holder of a registration on a mark from its further usage and apply to the Patent Office, without paying a fee, to have the registration cancelled. Therefore, registration of a trade-mark in the Patent Office, under existing laws, is not necessary to secure ownership in it and this is evidenced by the fact that many trade-marks are in use in our country which have never been registered. In view of these facts, one wonders what the advantages are of registering a mark, under existing laws, in the Patent Office! Well, for one thing, a party who holds a trade-mark registration under the Act of 1905 is held to be prima facie the owner of the trade-mark. This means he is presumed to be the owner of the mark and any other party claiming ownership of the mark has the burden of proof in proving an earlier date of use than that claimed by the holder of the trade-mark registration. Moreover, registration under the Act of 1905 gives the registrant the right to sue in the United States courts if his mark is infringed with increase of damages and destruction of infringers' labels. Too, the holder of a registration on a

trade-mark under the Act of 1905 has the right to prevent importation into this country of goods bearing an infringing mark.

Existing trade-mark laws and the Lanham Act recognize the rights acquired in a trade-mark or trade-name *under the law of any State or Territory.* In our country each state has authority to control commerce within its borders—strictly *intrastate*—and, as an incident thereof, to provide for the registration of trade-marks. The state courts have jurisdiction in defining the rights of parties where there is no interstate commerce involved, and where the parties are residents of the same state. However, since the jurisdiction of state courts is restricted to intrastate commerce and since most commerce now is generally of a national or interstate nature, most trade-marks come under the jurisdiction of the federal courts. Trade-marks used in interstate or intrastate commerce can be registered in the various states.

#### REGISTRATIONS UNDER ACTS OF 1905 AND 1920

The major statute now in operation is the Trade-Mark Act of 1905. In order to meet some of the deficiencies of the Act of 1905, Congress enacted the Act of 1920 setting up a separate system for the limited protection of trade-marks which could not be registered under the Act of 1905. An understanding of some of the differences between the Act of 1905 and the Act of 1920 is necessary before the full implications of the new features of trade-mark law designed in the Lanham Act can be gathered. I might say that I have found quite a few clients who did not understand the differences between registrations under these two acts.

#### MARKS REGISTRABLE UNDER 1905 ACT

Any mark by which the goods of the owner of the mark may be distinguished from other goods of the same class, which is used in interstate, foreign, or Indian tribe commerce, may be registered under the Act of 1905 subject, however, to specific prohibitions set forth in the act. A single shipment across a state line, coupled with an intent to continue such shipments, will suffice.

The Act of 1905 prohibits the registration of marks containing immoral or scandalous matter, flags, coats-of-arms and insignia of the U. S. A., any State or municipality or of any foreign nation and other types of marks which are not pertinent to this article. Among the principal types of marks which cannot be registered under the Act of 1905 are:

1. A mark which consists merely in words or devices which are descriptive of the goods with which they are used, or of the character or quality of such goods. (Example—"Cologne".)
2. A mark which consists merely of a geographical name or term. (Example—"Hawaii".)
3. A mark which consists merely in the name of an individual, firm, corporation or association not written, printed, impressed, or woven in some particular or distinctive manner, or in association with a portrait of the individual but this does not prevent the registration of a trade-mark, otherwise registrable because of its being the name of the applicant or a portion thereof.
4. A trade-mark which is identical with a registered or known trade-mark owned and in use by another and appropriated to merchandise of the same descriptive properties, or which so nearly resembles a registered or known trade-

mark owned and in use by another and appropriated to merchandise of the same descriptive properties as to be likely to cause confusion or mistake in the mind of the public or to deceive purchasers.

#### **MARKS REGISTRABLE UNDER 1920 ACT**

Although marks of the type referred to in Items 1, 2 and 3 of the preceding paragraph cannot be registered under the Act of 1905, they are permitted a limited registration under the Act of 1920, *provided the trade-mark has been used in interstate, foreign or Indian tribe commerce for at least one year and providing only the applicant has used the mark on goods of the same descriptive properties.* The Act of 1920 was enacted to permit manufacturers and distributors to register their marks consisting of descriptive or geographical terms or proper names in the U. S. Patent Office and thus extend this protection to foreign countries. Before the Act of 1920 was passed, manufacturers and distributors using trade-marks with descriptive or geographical tendencies or proper names were not permitted to register them despite the fact that such marks had been used for many years. Registration of a trade-mark under the Act of 1920 does *not* establish prima facie evidence of ownership for the owner of the mark. However, registration of a mark under the Act of 1920 does give the right to the owner to bring suit for infringement in the Federal courts.

#### **OPPOSITIONS, INTERFERENCES AND CANCELLATIONS**

When an application for a registration under the Act of 1905 is found allowable by the Patent Office, the mark will be published in the "Official Gazette" of the Patent Office. Within 30 days after the date of publication, anyone who feels that he would be damaged by the registration of the mark may oppose the same by filing a written notice of opposition, accompanied by a fee of \$10.00, stating the grounds therefore.

Whenever an application is made for the registration of a trade-mark which is substantially identical with a mark used on goods of the same descriptive properties for which a trade-mark registration has been previously issued to another person, or which so nearly resembles such trade-mark, as, in the opinion of the Commissioner of Patents, to be likely to be mistaken therefor by the public, an interference may be declared, upon request, to determine which party is entitled to registration. If an applicant seeks registration under the Act of 1905 and his mark is found to be like that of another applicant and the goods on which the marks are used are alike, an interference will be declared to determine which applicant is entitled to register.

Under the Act of 1905, any person, deeming himself to be injured by the registration of a trade-mark in the Patent Office, may, *at any time*, make application to the Commissioner of Patents to cancel the registration. No fee is required in a cancellation proceeding.

Oppositions are not permitted to be filed to applications for registrations of marks under the Act of 1920 nor will interferences be declared with respect to such applications or registrations under the Act of 1920. However, after a trade-mark has been registered under the Act of 1920, anyone who feels that he is injured by it may apply to have it cancelled.

A trade-mark registered under the Act of 1905 remains in force for twenty years from its date, except that, in case

a trade-mark has been previously registered in a foreign country, such trade-mark registration ceases to be in force in the United States on the day on which it ceases to be protected in such foreign country, and in no case remains in force here for more than twenty years unless renewed. At the present time a trade-mark registration under the Act of 1905 may be renewed from time to time for twenty years upon application by the registrant made at any time not more than six months prior to the expiration of the period for which the registration was issued or renewed.

Due to constant reference to the Act of 1881 herein I deem it advisable to point out that registrations issued under that Act which were in force on the date the Act of 1905 became effective remained in force for the period for which they were issued and *are renewable on the same conditions and for the same periods as trade-marks registered under the Act of 1905.*

While the owner of a trade-mark registered under the Act of 1905 or under the previous Act of 1881 may bring it within the Lanham Act and thus procure the advantages of the "incontestable" provisions of the new act *it is not compulsory for him to do so.* Sections 9 and 46 (b) of the Lanham Act provide that registrations now existing under the Act of 1881 or 1905 shall continue in full force and effect for the unexpired terms thereof *and may be renewed for periods of twenty years from the end of the expiring period* upon the filing of an application therefor accompanied by an affidavit stating that the mark is still in use and such application may be made at any time within six months before the expiration of the period for which the registration was issued or renewed, *or it may be made within three months after such expiration on payment of an additional fee.* Heretofore, applications for renewal of registrations under the Acts of 1881 or 1905 had to be made prior to their expiration but, as a result of the Lanham Act, after July 5, 1947, an application for a renewal of a mark registered under the Acts of 1881 or 1905 may be made at any time within three months after the expiration of the registration.

#### **DURATION OF REGISTRATION UNDER 1920 ACT**

Originally, the term of a registration of a mark under the Act of 1920 was unlimited. However, the Lanham Act places a limitation on this present indefinite duration. Under Section 46 (b) existing registrations under the Act of 1920 expire six months after the effective date of the Lanham Act, to wit, January 5, 1948, or twenty years from the dates of their registration, *whichever date is later.* Moreover, registrations under the Act of 1920 may not be renewed unless renewal is required to support foreign registration and then only on the terms required for renewal of registration under the Act of 1905 or the Lanham Act as provided for in Section 9 of the Lanham Act. Marks which expire under the Act of 1920 may be re-registered on the supplemental register provided for by the Lanham Act.

#### **FEATURES INTRODUCED BY LANHAM ACT**

Let us now examine some of the new features introduced into trade-mark law by the Lanham Act. While the new law to a great extent perpetuates the principles and practices of trade-mark law long followed, it does introduce several new features designed to increase the value of trade-marks, to clarify the rights and remedies available with

respect to trade-marks and to extend the scope of protection for trade-marks and trade-names. The text of the new law will only be set forth herein where it is necessary to more fully explain. The full text of the Lanham Act can be obtained by requesting a copy of Public Law 489—79th Congress—from the Clerk, Document Room, House of Representatives, Washington, D. C.

#### STATUS UNDER NEW LAW OF EXISTING TRADE-MARKS

I have described above those marks that were registrable under the Act of 1905 or 1920 and I have referred to marks which are, under the common law, the property of the party who can prove the earliest date of use, even though not registered in the U. S. Patent Office. The new law provides for the establishment of two different types of registers. In order to understand the status of existing marks a description of these registers is necessary.

#### THE PRINCIPAL REGISTER

Generally, although with a few notable exceptions, marks that could have been registered under the Act of 1905 will be registered upon application on the principal register of the Patent Office when the Lanham Act becomes effective.

An owner of a mark already registered under the Act of 1905 or 1881 may, *at any time*, prior to expiration of the registration have the mark placed on the principal register by claiming the benefits of the Lanham Act through the filing of an affidavit provided for by Section 12 (c) of that act.

#### THE SUPPLEMENTAL REGISTER

The Lanham Act provides that the Commissioner of Patents shall keep a register of the type provided for by the Act of 1920 to be called the supplemental register. For the most part, the supplemental register will comprise marks not registrable on the principal register because they are initially merely descriptive or geographical or because they are primarily surnames. A more detailed description of what marks may be registered on the supplemental register is given later in this article.

#### DEFINITION OF TRADE-MARK UNDER PRESENT LAWS

A trade-mark must consist of some word or words, emblem, symbol, sign, or device or a combination of any of these, used on goods actually sold in "commerce" to indicate or identify the manufacturer or distributor of the goods. It must be distinctive, and either by itself, or by association and use, indicate a distinctive origin or ownership of the goods to which it is attached, so that it will perform its function of distinguishing the owner's goods from those of others. The Act of 1905 describes a trade-mark as follows:

"The term 'trade-mark' includes any mark which is entitled to registration under the terms of this act, and whether registered or not, and a trade-mark shall be deemed to be 'affixed' to an article when it is placed in any manner in or upon either the article itself or the receptacle or package or upon the envelope or other thing in, by, or with which the goods are packed or inclosed or otherwise prepared for sale or distribution." (underscoring mine)

We will see later that the Lanham Act enlarges the definition of a trade-mark so as to permit the registration as a

trade-mark distinctive package designs, including uniquely-shaped bottles.

Under the common law, which is the law followed by most of the States of our nation, a trade-mark is the property of the party who can prove the earliest date of use. Our courts will protect from infringement the earliest user of a mark *even though it is not registered*. And this is true even if the party infringing the mark has been issued a registration on his own mark by the Patent Office. The Lanham Act has not repealed the common law as to trade-marks and the ownership of a mark will still be held by the earliest user. Under Section 15 of the Lanham Act no mark can become "incontestable" to the extent it infringes a valid right acquired under the law of any State (a so-called "common law mark") by one using a trade-mark continuously from a date earlier than the date of publication of the mark registered under the Lanham Act.

With regard to unregistered marks for which registration is desired one must make up one's mind *between now and July 5, 1947*, as to whether registration is desired for him under the Act of 1905 or under the Lanham Act. After July 5, 1947, all trade-mark registrations issued will be subject to the provisions of the Lanham Act. Therefore, it is suggested that prospective registrants compile a list of all their unregistered marks at once and consult with counsel as to whether registration should be sought now or whether applications for registration should be withheld until the Lanham Act becomes effective. Registration fees under the Lanham Act are higher than those charged for registrations under the Act of 1905, but the difference in cost is made up when an Act of 1905 registration is transferred to the Lanham Act.

All applications for registrations under the Act of 1905 pending in the Patent Office on July 5, 1947, *may* be amended, if practicable to bring them under the provisions of the Lanham Act. If such amendments are not made, prosecution of such applications will be proceeded with and registrations thereon granted in accordance with the Act of 1905.

#### STATUS UNDER NEW LAW OF 1881 OR 1905 MARKS

The owner of a mark registered under the Act of 1881 or 1905 need not re-register it to claim the benefits of the Lanham Act. He may, after July 5, 1947, and *at any time* prior to the expiration, claim such benefits for the mark by transferring the registration under the old law (Act of 1881 or 1905) to the Lanham Act by filing an affidavit setting forth those goods stated in the registration on which the mark is in use in commerce. Notice of the transfer of a mark to the Lanham Act from the Act of 1881 or 1905 will be published in the "Official Gazette." However, such publication does not open the way to opposition proceedings as is the case where registration of a mark is sought for the first time under the Lanham Act or the Act of 1905.

From the time an old mark is transferred to the Lanham Act it becomes a registered mark under that act as though it were originally registered thereunder and is entitled to the benefit of the incontestability provisions of the new act. By the same token, it becomes subject to the requirements of Section 8 (b) of the Lanham Act which provides that the registrant must, in order to avoid cancellation, file during the fifth year following its transfer to the new act an affidavit setting forth that the mark is in use or showing that its non-use is due to special circumstances which ex-

cuse such non-use and is not due to any intention to abandon the mark.

The registrant of a mark under the Act of 1881 or 1905 *is not required to transfer his mark to the Lanham Act*. He can renew such marks under the Act of 1905 for periods of twenty years upon the filing of an application for renewal accompanied by an affidavit stating that the mark is still in use in commerce. Renewal applications may be made at any time within six months before the expiration of the registration or within three months after such expiration. Marks registered under the Act of 1881 or 1905 and not transferred to the Lanham Act will not be entitled to the benefits of the incontestability provisions of the new act but they are subject to cancellation proceedings at any time. The registrant of a mark under the Act of 1881 or 1905 which is not transferred to the Lanham Act is not required to file an affidavit of use or excuse for non-use—as is required of marks registered under or transferred to the Lanham Act.

Since marks registered under the Act of 1881 or 1905 may be transferred to the Lanham Act *at any time prior to expiration* there is no immediate need for action. Each registrant should consult counsel as to the advisability of transferring his registered marks to the Lanham Act or maintaining them under the Act of 1881 or 1905. It is a question of weighing each mark in the light of the advantages and disadvantages of Lanham Act registration.

#### STATUS UNDER NEW LAW OF 1920 MARKS

Trade-marks registered under the Act of 1920 are generally "secondary meaning" marks or marks which are not registrable under the Act of 1905 because they are initially merely descriptive or geographical or merely a surname. Marks registered under the Act of 1920 expire on January 5, 1948, or twenty years from the dates of their registrations—whichever date is later. Upon the expiration of an existing 1920 registration, it may be re-registered under the new law on the supplemental register. After July 5, 1947, 1920 marks which have become distinctive, due to five years' continuous and substantially exclusive use, are immediately eligible for registration on the principal register and may become incontestable after five years of registration and continuous use. A 1920 mark for which distinctiveness cannot be established may be re-registered on the supplemental register under the new law.

#### TRADE-MARKS REGISTERABLE ON THE PRINCIPAL REGISTER

As pointed out above, marks registered under the Act of 1881 or 1905 may be transferred to the Lanham Act *and when transferred will be treated as though originally registered under the Lanham Act*. In addition, "secondary meaning" marks, i.e., "merely descriptive" or "primarily" geographical or "primarily merely a surname," may also be registered under the Lanham Act after a showing of "substantially exclusive and continuous use" for five years preceding the application for registration. In addition, the Lanham Act provides for the registration for the first time of service marks, certification marks and the same or similar marks used concurrently by two distributors in remote and independent territories. But, first let us examine what marks cannot be registered under the Lanham Act. A mark which is not used in *interstate, foreign or Indian Commerce* cannot be registered.

Section 2 of the Lanham Act provides in part as follows:

"Sec. 2. No trade-mark by which the goods of the applicant may be distinguished from the goods of others shall be refused registration on the principal register on account of its nature *unless it*—

(a) Consists of or comprises immoral, deceptive, or scandalous matter; or matter which may disparage or falsely suggest a connection with persons, living or dead, institutions, beliefs, or national symbols, or bring them into contempt, or disrepute.

(b) Consists of or comprises the flag or coat-of-arms or other insignia of the United States, or of any State or municipality, or of any foreign nation, or any simulation thereof.

(c) Consists of or comprises a name, portrait, or signature identifying a particular living individual except by his written consent, or the name, signature, or portrait of a deceased President of the United States during the life of his widow, if any, except by the written consent of the widow.

(d) Consists of or comprises a mark which so resembles a mark registered in the Patent Office or a mark or trade name previously used in the United States by another and not abandoned, as to be likely, when applied to the goods of the applicant, to cause confusion or mistake or to deceive purchasers: \* \* \*

(e) Consists of a mark which, (1) when applied to the goods of the applicant is merely descriptive or deceptively misdescriptive of them, or (2) when applied to the goods of the applicant is primarily geographically descriptive or deceptively misdescriptive of them, except as indications of regional origin may be registrable under Section 4 hereof, or (3) is primarily merely a surname."

#### STANDARDS FOR DETERMINING "SIMILAR" MARKS

As pointed out above in Section 2(d) of the new law, a trade-mark which consists or comprises a mark *which so resembles a mark* registered in the Patent Office or a mark or trade name previously used in the United States by another and not abandoned, *as to be likely*, when applied to the goods of the applicant for a registration of the trade-mark, *to cause confusion or mistake or to deceive purchasers* cannot be registered on the principal register under the Lanham Act, except, perhaps as a concurrent mark. This new standard for judging the similarity of marks is felt to be an improvement over the standard for similarity set up under the Act of 1905 which provides that a trade-mark *which so nearly resembles a mark owned and in use by another and appropriated to merchandise of the same descriptive properties* as to be likely to cause confusion or mistake in the mind of the public or deceive purchasers could not be registered. In the administration of the Act of 1905, the Patent Office has established classifications of goods and has placed, as nearly as possible, types of merchandise having the same descriptive properties in one classification (Example—Toilet Preparations in Class #6 under "Chemicals, medicines and pharmaceuticals"). Thus, in determining whether a registration should be granted for a mark the Patent Office examined existing registration in the classification in which the mark applied for fell into and if it found one confusingly similar to the mark applied for, it would deny it registration. This method of determining registration solely on the basis of somewhat arbitrary classifications is changed by the Lanham Act. Section 30 of the Act provides that the Commissioner of

Patents shall establish a classification of goods, *for convenience of Patent Office administration, but not to limit or extend the applicant's rights.* In doing so the new law is in closer conformity with many court decisions. Under the new law, a party who will be damaged by the registration of a mark will not be bound, in opposition proceedings, by Patent Office classifications, if he can show that the mark applied for is confusingly similar to his own. Thus, the owner of a registration of a mark used on a shampoo (presently in Class #4) could successfully oppose an application by another for a registration of a mark for a hair tonic (in Class #6) which is similar to his own.

Confusion or mistake or deception of purchasers will be the determining factor under the new law in opposition, interference or cancellation proceedings involving the resemblance of marks regardless of whether the goods on which the marks are used are merchandise of the same descriptive properties.

#### "SECONDARY MEANING" MARKS ON PRINCIPAL REGISTER

An important feature of the new law is the provision which makes available full recognition for "secondary meaning" marks, i.e., marks initially merely descriptive or geographical or primarily merely a surname which have in fact acquired true trade-mark characteristics. Heretofore, no matter how extensively such marks have been used and regardless of how widely they have been accepted as identifying their owners' goods, they could not have the benefit of registrations under the Act of 1905, if adopted and used later than 1895, unless they were fanciful and fully distinctive at the time of adoption. A few examples of marks that could not be registered under the Act of 1905 because they were either descriptive, geographical or primarily a surname are "Castoria" for a medicine, "Paris" for a perfume and "Adams" for hats. The courts have long treated such "secondary meaning" marks as true trade-marks and have afforded them all of the protection available to ordinary arbitrary trade-marks even though they could not be registered under the basic trade-mark Act of 1905. Under Section 2(f) of the Lanham Act, a mark which was "merely descriptive" or "primarily" geographical or "primarily merely a surname" but "which has become distinctive of the applicant's goods in commerce" *will be eligible for registration on the principal register provided for by the Lanham Act and when so registered will be entitled to the same protection accorded to marks registered under the Act of 1905 which are transferred to the Lanham Act.* In order to effect registration on the principal register of the aforementioned type of "secondary meaning" mark, the applicant must submit proof of substantially exclusive and continuous use thereof as a mark in commerce for the five years next preceding the date of filing of the application for its registration under the Lanham Act. After a "secondary meaning" mark has been transferred to the principal register under the new law it may become incontestable after five years of registration on the principal register and continuous use.

It is suggested that interested parties check over their marks which they were unable to register under the Act of 1905 because they were descriptive or geographical or a surname, and determine if they have used any of them as marks exclusively and continuously for five years. If so, counsel should be consulted to determine whether an application should be filed for the registration of such marks on

the principal register after July 5th, next. The preceding suggestion is also applicable to marks which one could not register under the Act of 1905 and which were registered under the Act of 1920. Section 27 of the Lanham Act provides that registration of a mark under the Act of 1920 shall not preclude registration by the registrant on the principal register established by the Lanham Act. In order to establish some proof—for what it is worth—one might consider registering descriptive or geographical or surname marks under the Act of 1920 at this time or before it expires on July 5, 1947.

#### LANHAM ACT PERMITS CONCURRENT REGISTRATIONS

While courts have long recognized the propriety of two distributors in remote and independent territories using the same mark under conditions by which both had acquired true trade-mark rights, the Act of 1905 and 1920 does not permit the registration of such concurrently used marks by the concurrent users.

As a result, a trade-mark owner has found himself in the anomalous position of having been decreed by court decision to have the right to use, in his own territory a trade-mark of which he is not the technical owner for registration purposes. The Lanham Act specifically corrects this situation. Under it each owner will have the benefit of registration to the full extent of his rights and the registration will accurately describe the boundaries in which the registration is effective. In providing for concurrent registrations of the same mark or substantially similar marks by different owners for the first time, the Lanham Act has this to say in Section 2 (d).

"(d) \* \* \* *Provided*, That the Commissioner may register as concurrent registrations the same or similar marks to more than one registrant when they have become entitled to use such marks as a result of their concurrent lawful use thereof in commerce prior to any of the filing dates of the applications involved and the Commissioner or a court on appeal determines that confusion or mistake or deceit of purchasers is not likely to result from the continued use of said marks under conditions and limitations as to the mode or place of use or the goods in connection with which such registrations may be granted which conditions and limitations shall be prescribed in the grant of the concurrent registrations thereof; and concurrent registrations may be similarly granted by the Commissioner with such conditions and limitations when a court has finally determined that more than one person is entitled to use the same or similar marks in commerce. The Commissioner shall give not less than thirty days' written notice to all applicants, registrants, and users specified by any of the parties concerned of any application for concurrent registration and of the time and place of the hearing thereon. When the Commissioner decides to grant a concurrent registration the proposed registration shall be published in the Official Gazette of the Patent Office and the application shall be subject to opposition as hereinafter provided for other applications to register marks. Concurrent registrations may be ordered by a court in an action under the provisions of section 4915, Revised Statutes, under such conditions and limitations as the court considers proper in accordance herewith."

In a recent speech before the Association of National Advertisers, U. S. Commissioner of Patents, Casper W.

Ooms, stated that the provisions for protecting concurrent users of the same mark has caused fears that the Lanham Act will give new standing to a "pirate" who may attempt to establish rights in a certain area and impose a substantial toll upon the true owner of the mark. Commissioner Ooms pointed out that since the Lanham Act provides for concurrent registration only "as a result of \* \* \* concurrent lawful use" of the mark he assured trade-mark owners that any scheme contrived to harass a trade-mark owner will find no protection under the law.

The new feature of the law regarding concurrent registrations should cause owners of valuable trade-marks to be vigilant, on a nation-wide basis, lest a *lawful* concurrent use crop up in some remote corner of our country by another which would permit a concurrent registration by such limited use of a mark identical or similar to the mark which is widely advertised. While the common law rule will protect the rights of the first user of an unregistered mark in the territory in which the mark has been used it is possible that another might obtain registration and "incontestable" rights to the mark. Under such circumstances, the first user would retain his rights in the territory in which the mark was used but he would be limited in his use of the mark to such territory. To minimize the possibilities of a concurrent registration being issued on a mark the unregistered owner of a mark should consider registering it under the new law and eventually having it become incontestable.

#### REGISTRATION OF SERVICE MARKS PERMITTED

Section 3 of the Lanham Act permits for the first time the registration of "service marks" *used in commerce regulated by Congress*. Under the Act of 1905 or 1920, registration was only granted on marks used on goods and the mark had to be applied or affixed to goods. Under the Lanham Act, "service marks" are registrable, in the same manner and with the same effect as trade-marks, and when registered they shall be entitled to the same protection as trade-marks except when used so as to represent falsely that the owner of the "service mark" makes or sells the goods on which such mark is used. Section 45 of the Lanham Act defines a "service mark" as follows:

"The term 'service mark' means a mark used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designations, slogans, character names, and distinctive features of radio or other advertising used in commerce."

Thus, for the first time, registration is permitted of marks which perform the same function for a service establishment as a trade-mark performs for the distributor of goods. This opens the door for registration of "service marks" used in "commerce," in connection with methods of hair-styling, hair dyeing, etc. but it must be remembered that a "service mark" is not registrable when used so as to represent falsely that the owner of such mark makes or sells the goods on which such mark is used.

According to Commissioner of Patents Ooms, the new provision for the registration of service marks will include not only the marks, used in "commerce," by the operator of a service establishment, but also, under the Lanham Act, the identifying devices of radio commentators, advertising writers, actors and many similar enterprises. At the annual

meeting of the Association of National Advertisers recently Commissioner Ooms humorously stated "I somewhat tremble when I think of what we shall do when somebody attempts to register the 'cackle' of Dagwood Bumstead under the service marks provision of the Lanham Act. In all seriousness, it apparently can be done."

#### CERTIFICATION MARKS REGISTRABLE

Another new class of marks made registrable by the Lanham Act are the so-called "certification marks," including indications of regional origin which are used in commerce. An example of a certification mark which is registrable is the seal of approval of a laboratory which checks and certifies to the compliance of merchandise with certain standards such as the "Good Housekeeping" seal of approval. Section 45 of the new law defines a "certification mark" as follows:

"The term 'certification mark' means a mark used upon or in connection with the products or services of one or more persons other than the owner of the mark to certify regional or other origin, material, mode of manufacture, quality, accuracy or other characteristics of such goods or services or that the work or labor on the goods or services was performed by members of a union or other organization."

The Lanham Act places a number of limitations on the registration of these marks. The registrant may use the mark only as a "certification mark" and not to apply to goods of his own manufacture or distribution. Registration of a "certification mark" is not permitted when it is used to falsely represent that the owner or the user of the mark makes or sells the goods or performs the services on or in connection with which such mark is used. Moreover, the registrant of a "certification mark" cannot deny the "certification" to any person who complies with the prescribed standards.

#### PROVISION FOR INCONTESTABILITY OF MARK

Considered the most important feature of the new law is the provision of Section 15 which, subject to certain exceptions, renders a trade-mark "incontestable" after five consecutive years' use subsequent to the date of registration on the principal register. *Registrations which have become "incontestable" are not subject to the usual cancellation or interference proceedings.* However, in an action to enforce the incontestability of a mark the new law permits defenses to show there was fraud in obtaining the registration or the incontestable right to use, or that the registrant abandoned the "incontestable" mark, or that the incontestable mark has been assigned and is being used to misrepresent the source of the goods to which the mark is being applied, or that the infringing mark is a valid concurrent mark or that the "incontestable" mark was, in fact, used prior by the alleged infringer or that the "incontestable" mark is being used to violate the anti-trust laws. Moreover, as will be pointed out later anyone believing he would be damaged by the registration and the Federal Trade Commission may institute cancellation proceedings *at any time* on specified grounds for the cancellation of an "incontestable" mark. However, except for these specified grounds, anyone who believes he may be damaged by a person acquiring exclusive rights to a mark must apply for the cancellation within five years from the date of registration of the mark on the principal register.

A registration under the Lanham Act will be eligible for the "incontestability" benefits of the new act after five years of registration sometime after July 5, 1952, provided an affidavit is filed within one year after the expiration of any five years of consecutive use naming those goods on which the registered mark has been in continuous use for five consecutive years and is still in use and that there has been no final decision adverse to registrant's ownership of such mark, or to his right to register the same or keep it on the register and that there is no proceeding involving said rights pending in the Patent Office or in a court and not finally disposed of.

A mark registered under the Act of 1881 or 1905 will not be eligible for the "incontestability" benefits of the Lanham Act *unless such mark is transferred to the Lanham Act* in accordance with the provisions of Section 12 (c) of that act which have been described heretofore in this article. The incontestability provisions of the new act will apply to a registration under the Act of 1881 or 1905 which has been transferred to the Lanham Act upon filing the required affidavit (showing that the mark is still in use or showing that its non-use is due to special circumstances) with the Commissioner within one year after the expiration of any period of five consecutive years following the publication of said trade-mark as a Lanham Act mark. Thus, a trade-mark registration under the Act of 1881 or 1905, regardless of the period of registration under either of said acts, cannot become "incontestable" until at least five (5) years after it has been transferred to the Lanham Act as a registration under that act. Marks which become "incontestable" under the Lanham Act are expected to enjoy the greatest protection ever afforded to owners of such rights. While the common law rule which holds that a trade-mark is the property of the party who can prove the earliest date of use has not been repealed by the Lanham Act, the new law diminishes the remedies available to the earliest user of a mark which has not been registered by making a mark incontestable after five years of registration and continuous use, except on certain limited grounds, and limiting the time in which cancellation proceedings can be brought against a mark registered under or claiming the benefits of the Lanham Act. The "incontestability" provision of the new law will confer on the registrant of a trade-mark a security not heretofore available under the law. It may also make registration more desirable and thus increase the assurance that trade-marks will be registered so that a prospective user of a mark will be more likely than heretofore to learn of the availability of the mark upon a search of the records of the U. S. Patent Office. It should curtail the practice of some who deliberately have used a mark earlier and sparingly and have refrained from registering it with the idea of "holding up" for a sizeable settlement an innocent infringer who has, by extensive advertising, made it a valuable mark.

#### CANCELLATION PROCEEDINGS UNDER LANHAM ACT

We have observed that an application can be filed *at any time* by an aggrieved party to cancel a registration under the Act of 1905. Section 14 (c) of the Lanham Act provides that an aggrieved party may *at any time* apply to cancel a registration of a mark under the Act of 1881 or 1905 which has *not* had claimed for it the benefits of the Lanham Act by being published in accordance with Section 12 (c) of that Act. The Lanham Act generally places a

limitation on the time in which an application must be filed by an aggrieved party to cancel a registration on the principal register of the Lanham Act. Section 14 of the Act provides, in part, that any person who believes he is or will be damaged by the registration of a mark on the principal register established by the Lanham Act or under the Act of 1881 or 1905, *may upon the payment of the prescribed fee* apply to cancel said registration—

- (a) *within five years from the date of registration of the mark under the Lanham Act; or*
- (b) *within five years from the date of transfer by publication to the Lanham Act of a mark registered under the Act of 1881 or 1905; or*
- (c) *at any time if the registered mark becomes the common descriptive name of an article on which the patent has expired, or has been abandoned or its registration was obtained fraudulently or contrary to the prohibitions against marks containing immoral, deceptive or scandalous matter, etc. (See Section 2 (a), (b), and (c); or*
- (d) *at any time if the registered mark has been assigned and is being used by, or with the permission of, the assignee so as to misrepresent the source of the goods or services in connection with which the mark is used; or*
- (e) *at any time in the case of a certification mark on the ground that the registrant (1) does not control, or is not able legitimately to exercise control over, the use of such mark, or (2) engages in the production or marketing of any goods or services to which the mark is applied, or (3) permits the use of such mark for other purposes than as a certification mark, or (4) discriminately refuses to certify or to continue to certify the goods or services of any person who maintains the standards or conditions which such mark certifies.*

#### F.T.C. TO OVERSEE REGISTERED MARKS

The Lanham Act constitutes the Federal Trade Commission the governmental overseer of trade-marks. It provides that the Federal Trade Commission may apply to cancel a trade-mark registered on the principal register established by the Lanham Act on the grounds specified in (c), (d) and (e) of the preceding paragraph herein. Thus, among other things, FTC will have the job of seeing that certification marks are used properly and without discrimination.

#### ABANDONMENT DEFINED IN LANHAM ACT

An exception to the general rule that the right to a trade-mark is priority of adoption and actual use in trade arises when one adopts an old mark that has been abandoned. Thus, a trade-mark need not necessarily be used first by the one claiming it. Courts have been liberal in construing the question of abandonment and have held non-use by an owner of a trade-mark not to be abandonment where such non-use has been due to extenuating circumstances. However, for the first time in trade-mark law, the Lanham Act defines "abandonment." Section 45 of the Act provides:

"A mark shall be deemed to be 'abandoned'—

- (a) When its use has been discontinued with intent not to resume. Intent not to resume may be inferred from circumstances. Nonuse for two consecutive years shall be prima facie abandonment."

Thus, if the owner of a mark does not use it for two consecutive years he will have been *presumed* to have abandoned the mark but he may rebut this presumption in a cancellation proceeding by showing special circumstances for such non-use in support of a contention that he intended to resume the use of the mark.

#### ASSIGNMENTS OF TRADE-MARKS SIMPLIFIED

Section 10 of the Lanham Act makes it easier to assign a mark to a new owner. It permits an owner of a trade-mark to assign it *with the goodwill attending that mark in the field in which the mark was used*. Under existing trade-mark laws it is practically necessary to sell an entire business in which the mark was used in order to effect a valid assignment. Under Section 10, after July 5, 1947, a registered mark under any of the federal trade-mark acts or a mark for which application to register has been filed can be assigned with the goodwill of the business in which that mark is used, or with that part of the goodwill of the business connected with the use of and symbolized by that mark, and in any assignment it is not necessary to include the goodwill of the business connected with the use of and symbolized by any *other* trade-mark used in the business or by the name or style under which the business is conducted.

#### TRADE-MARKS ON THE SUPPLEMENTARY REGISTER

I have described above the principal register and the supplemental register which must be maintained in the Patent Office. The supplemental register is designed to be a continuation of the register provided for marks registered under the Act of 1920 which we have observed can only be renewed on the supplemental register if required to support foreign registrations.

All marks capable of distinguishing an applicant's goods or services and not registrable on the principal register except those declared to be unregistrable under paragraphs (a), (b), (c), and (d) of Section 2 of the Lanham Act referred to above, which have been in lawful use in commerce regulated by Congress by the proprietor thereof, upon or in connection with any goods or services *for the year preceding the filing of the application* may be registered on the supplemental register.

Accordingly, a mark which is described above in Section 2 (e) of the Lanham Act and which cannot be registered on the principal register because it is initially merely descriptive or geographical or because it is primarily a surname, can be registered on the supplemental register following one year's usage in commerce by the applicant provided the mark is not confusingly similar to a mark registered in the Patent Office or a mark previously used in the United States by another and not abandoned. In this regard, the supplemental register fulfills the same function as the register provided for by the Act of 1920 in permitting registration of descriptive or geographical marks or surnames. While initially a descriptive or geographical mark cannot be placed on the principal register we must observe that under Section 2 (f) of the Lanham Act, such a mark which has become distinctive of the applicant's goods in commerce will be eligible for registration on the principal register of the Lanham Act following five years of exclusive continuous use by the applicant. Once a trade-mark registration, originally on the supplemental register, is transferred to the principal register it is subject to the

provisions and entitled to the benefits of the Lanham Act as though it were originally registered on the principal register.

#### REGISTRATION OF DISTINCTIVE PACKAGE DESIGNS

The Lanham Act in Section 23 enlarges the definition of a trade-mark for purposes of registration on the supplemental register and introduces an innovation by permitting the registration on the supplemental register of distinctive labels, packages, configuration of goods and slogan. Section 23 provides *that for the purpose of registration on the supplemental register*, a mark may consist of "any trade-mark, symbol, label, package, configuration of goods, name, word, slogan, phrase, surname, geographical name, numeral, or device or any combination of any of the foregoing, but such mark must be capable of distinguishing the applicant's goods or services." Thus, a registrant will no longer be limited to a word or distinct design in his registration but may preempt other features of his packaging and container such as the shape or contour of a bottle or jar, a distinctive decorative paper wrapping or a distinctive type of labeling as a trade-mark *registrable on the supplemental register*.

Upon a proper showing by the applicant for a registration of a mark on the supplemental register that he has begun the lawful use of his mark in foreign commerce and that he requires domestic registration as a basis for foreign protection of his mark, the Commissioner of Patents may waive the requirement of a full year's use and may grant registration immediately.

#### GENERAL PROVISIONS ON SUPPLEMENTAL REGISTER

The Lanham Act further provides:

1. That a registration of a mark on the supplemental register shall *not* be *prima facie* evidence of the validity of the registration, registrant's ownership of the mark, and of registrant's exclusive right to use the mark in commerce in connection with the goods or services specified in the certificate of registration.
2. Marks for the supplemental register shall not be published for or be subject to opposition proceedings but shall be published on registration in the Official Gazette.
3. Registrations on the supplemental register are not entitled to the limitation on cancellation proceedings which is granted to registrations on the principal register. Cancellation proceedings must be brought by a person who believes he is or will be damaged by the registration of a mark on the principal register within five years from the date of registration of a mark under the Lanham Act or within five years from the date of publication of a registration under the Act of 1881 or 1905 which has been transferred to the Lanham Act. Cancellation proceedings may be instituted against a registration on the supplemental register *at any time*.
4. A registration on the supplemental register is not entitled to the "incontestability" benefits of registrations on the principal register.
5. A registration on the supplemental register is not subject to interference proceedings.
6. A registration of a mark on the supplemental register is not constructive notice of the registrant's claim of ownership thereof.

Section 42 of the Lanham Act and Section 526 of the Tariff Act continue the prohibition against the importation into this country of goods bearing marks which are confusingly similar to registered marks. Registrants who comply with U. S. Treasury Department regulations and who file U. S. Customs Houses a certified copy of their trade-mark registrations can prevent the importation of foreign goods copying or simulating their registered marks.

However, Section 28 of the Lanham Act provides that registrations of marks on the supplemental register of the Lanham Act or under the Act of 1920 *cannot* be filed in the U. S. Treasury Department to stop importations of goods bearing marks which are confusingly similar to marks registered under the Act of 1920 or the supplemental register of the Lanham Act.

#### AFFIDAVITS REQUIRED UNDER NEW LAW

Under existing laws there has been no requirement for a trade-mark registrant to file any affidavits following registration. However, as we have noticed herein there are occasions where affidavits must now be filed under the Lanham Act. The purpose of these requirements is to maintain a "live" register by periodically clearing "dead" or unused marks from it. The Patent Office will now be in a good position to know what registrations are in use and it can "purge" the register of marks that are not in use where required affidavits are not filed in due time. The requirements for filing affidavits will remove from the register many registrations which the Patent Office might otherwise have maintained as a matter of routine and will lessen to an extent the present difficulty now encountered in selecting a new trade-mark. As a result of these requirements, a prospective user of a mark is more likely than heretofore to learn of the availability of the mark upon a search of the records of the Patent Office.

#### AFFIDAVITS REQUIRED OF LANHAM ACT MARKS

Registrants of marks registered under the Lanham Act are required to file affidavits of use as follows:

1. During the fifth year following the date of issuance of the registration of a mark.
2. In order to claim incontestability, within one year after the expiration of any five year period of continuous use.
3. Upon the filing of an application for renewal of a registration.

#### MARKS REPUBLISHED UNDER LANHAM ACT

When the registrant of a mark registered under the Act of 1881 or 1905 transfers it to the Lanham Act by having it republished he must file an affidavit of use. Thereafter, his mark becomes a Lanham Act registration and the affidavits referred to in 1, 2 and 3 of the paragraph immediately preceding are required if cancellation is to be avoided and if incontestability and renewal are desired.

#### RENEWAL OF MARK UNDER ACT OF 1881 OR 1905

In order to renew the registration of a mark registered under the Act of 1881 or 1905 *which has not been transferred* to the Lanham Act by publication it is necessary to file an affidavit of use with the application for renewal. However, there is no requirement for filing the other affidavits which must be filed by Lanham Act marks. But such a mark, if the benefits of the Lanham Act are not claimed

for it, cannot become incontestable as a registration under the Act of 1881 or 1905, and it is not entitled to the five year limitation on cancellation proceedings which is available to Lanham Act marks.

#### NOTICE OF TRADE-MARK REGISTRATION SIMPLIFIED

Section 29 of the Lanham Act simplifies the notice which the registrant of a mark must give that his mark is registered. It continues to permit a registrant to place on his label on which the mark is used the words "Registered in U. S. Patent Office" or "Reg. U. S. Pat. Off." or permits a registrant merely to place on his label on which the mark is used the letter "R" enclosed within a circle, thus ®. A registrant of a mark registered under the Act of 1881 or 1905 or the Lanham Act can, after July 5, 1947, use the simplified notice consisting of the letter "R" enclosed within a circle. A registrant who fails to give notice in the manner prescribed above that his mark is registered cannot recover profits and damages in a suit for infringement under the Lanham Act unless he can prove that the defendant had *actual* notice of the trade-mark registration.

#### LANHAM ACT INCREASES FEES TO PATENT OFFICE

The following comparisons between fees charged under the Act of 1905 and the Lanham Act will show that Patent Office fees and charges under the Lanham Act are higher:

Fees	1905 Act	Lanham Act
Filing application for registration of mark	\$15.00	\$25.00
Filing application for renewal of trade-mark	15.00	25.00*
Filing notice of opposition to registration	10.00	25.00
Filing application to cancel trade-mark	None	25.00*
Filing notice of claim of benefits of Lanham Act for mark published under Section 12(c)		10.00

\* The \$25.00 fee will be charged for renewal of registration under the Act of 1905, after July 5, 1947, and, also, after that date a fee of \$25.00 will be charged for filing applications to cancel trade-marks registered under the Act of 1881 or 1905 which have not been transferred to the Lanham Act.

Section 30 of the Lanham Act provides that the Commissioner of Patents may issue a single certificate for one mark registered in a plurality of classes upon payment of a fee equaling the sum of the fees for each registration in each class. Thus, while a registrant using a mark for a perfume and shampoo would require two separate applications and registrations under the existing law, he will now be issued one certificate of registration covering both products based upon a single application for registration but the Patent Office fee would be determined as though two applications had been filed. The Patent Office fee remains the same but there may be some savings in legal and draftmen's fees by the requirement for only one application to cover a mark registered in several classes.

#### NEW RULES TO BE ISSUED BY PATENT OFFICE

The Patent Office is revising its rules to bring them in line with the new features of the Lanham Act. Committees of the Chicago and New York Patent Bar have been requested by the Patent Office to submit proposed rules and forms for the guidance of the Patent Office.

Unquestionably, the Lanham Act will give rise to much litigation in the trade-mark field and trade-mark owners must await the administration of the new law and the decisions of the courts regarding it in determining whether it meets the objectives of its framers in increasing the value of and extending the scope of protection for trade-marks.

